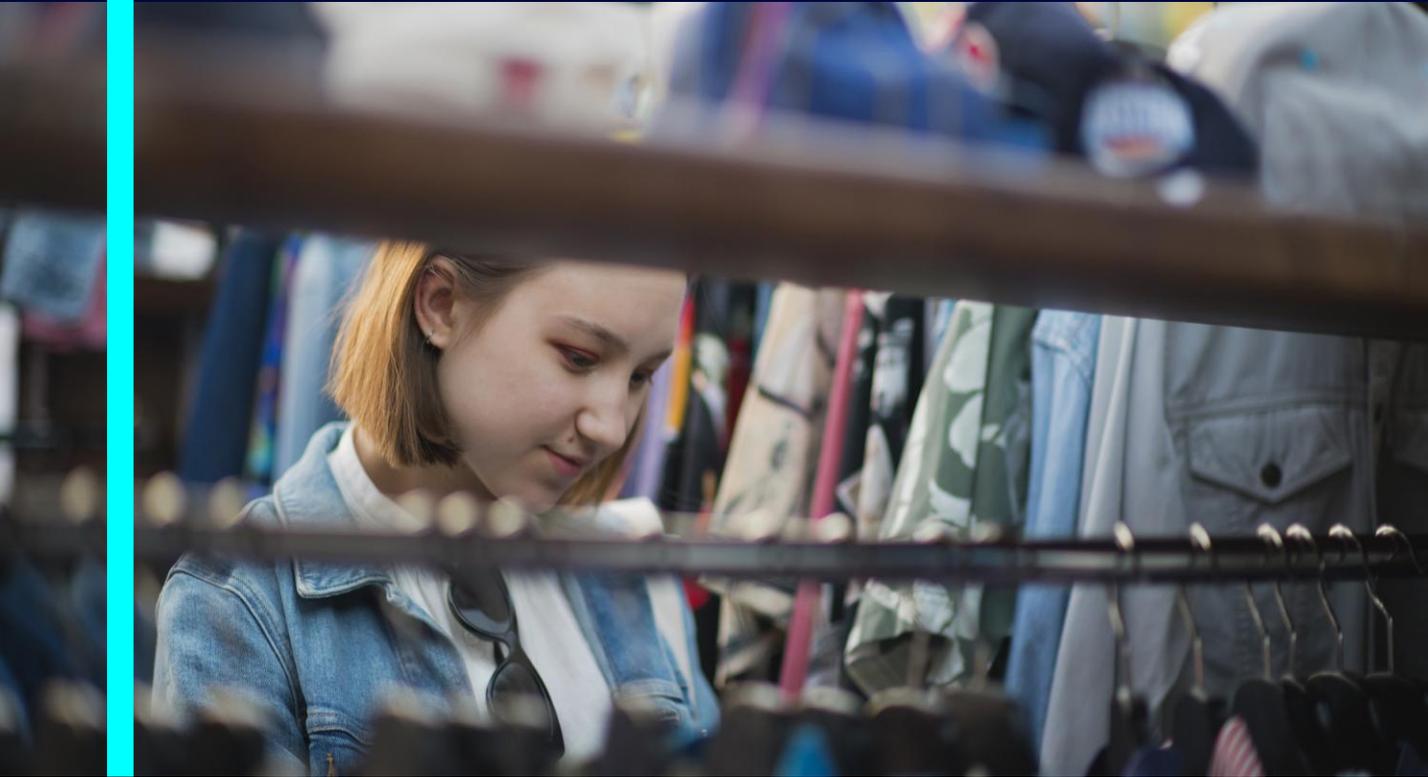


Case study Retail

# Delivering quality through peak performance



A seamless and dependable customer experience during the holiday peak period is critical to protecting brand loyalty and revenue. Our retail client sought a partner who could manage rising customer demand, support both online and in-store journeys, and deliver consistently high service quality across channels. Working in partnership with the client, our teams provided the scale, expertise and operational discipline required to deliver standout peak performance.

## Challenges

Managing significantly higher than forecast peak volumes

Integrating seasonal colleagues efficiently and effectively

Maintaining high CSATs while supporting online and in-store customers concurrently

## | How we helped



24

hours taken  
to clear email  
queues



300k

voice  
contacts  
handled  
during peak



95%

of online calls  
answered by  
our South  
Africa team



8

point  
increase in  
customer  
satisfaction

## | Our approach



Structured, cross-regional **planning** ensured every peak-critical element like volumes, training, quality controls and workforce agility was anticipated and prepared for.



**Upgraded training programmes** and refreshed playbooks that improved speed to competency and service consistency.



**Strong operational leaders** worked as a unified team, driving quality, alignment and accountability throughout the peak period.

**"Thanks to Capita's support, our service hit a new level during a critical peak retail period. We cleared email backlogs in a day instead of three weeks, and customer satisfaction jumped by eight points. It was a standout and impressive peak performance.**

Client on their relationship with Capita

