



Case Study

94% FCR for 24/7 Coverage Strategy: Post Holiday Backlog Client

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SYNCIFIED CX TEAM SETUP

- 24/7 Coverage for Live Chat and Email
- 5 Agents and 1 Team Lead
- Offshore Remote Agents

OBJECTIVE

To develop a scalable 24/7 coverage support solution for a DTC business facing post-holiday backlog and overwhelmed year-round CX staff due to high volume Tier 1 customer service tickets.

TASK

1. Enhance customer service channels to increase productivity and handle large ticket volumes.
2. Improve response times and resolution rates despite the high ticket volume.
3. Implement continuous improvement initiatives to sustain the effectiveness of the customer service strategy.

SOLUTION:

Live Chat Support Enhancement:

- Deployed AI-powered chatbots to handle routine inquiries, freeing up human agents.

Email Ticket Management:

- Implemented an advanced ticketing system with automated triaging and routing capabilities.

Response Time and Resolution Rate Improvement:

- Implemented a tiered support system and provide agents with access to comprehensive knowledge bases and decision support tools.

Continuous Improvement Initiatives:

- Utilize data analytics and customer feedback to identify trends, pain points, and areas for optimization.

RESULTS

Response Time Reduction:

- Live chat inquiries addressed within 1 minute.
- Initial responses to emails within 1.5 hours.

Resolution Rate Enhancement:

- Achieved a 94% first contact resolution rate.

Continuous Improvement:

- Proactive refinement of processes and allocation of resources based on data-driven insights



LIVE CHAT INQUIRIES
IN 1 MINUTE



EMAIL FIRST RESPONSE IN 1.5
HOURS

BENEFITS

- **Improved customer satisfaction** due to faster response times and higher resolution rates.
- **Enhanced operational efficiency** with AI-driven automation and optimized workflows.
- **Real-time issue resolution** through Tier 2 escalation for in-house leadership.
- **Sustained effectiveness of the customer service strategy** through continuous improvement initiatives, ensuring alignment with evolving customer needs and business goals.



1:1 INTERNAL COACHING SESSIONS

unlocking
the potential
of customer
service