

SUCCESS STORY

Customer Care Goes to the Dogs— And Cats, And...

INDUSTRY

Consumer Packaged Goods

LOCATION

North America



Challenge

A leading innovator, producer and marketer of premium pet products approached Humach to enhance its brands with exceptional, white-glove service for all customers. This client is very particular about how its customers are treated, setting high standards for service.

Solution

Providing expert support for so many products required agents to complete intensive training. Humach developed a customized training and quality assurance program, built from the ground up, according to the client's needs. With that, our agents provide unparalleled brand stewardship and care.

Impact

Humach found innovative ways to maximize productivity, namely providing incentives to agents who learned how to support more brands. Humach ultimately reduced the client's overall costs by 32%, all while maintaining outstanding levels of customer satisfaction.

Go, Dog, Go!

Humach's custom-built training and quality assurance program began with two weeks of classroom training, followed by a final week of both classroom work and assisted calls. In three weeks, the agent is ready to support the basic brands. However, it can take up to a year to become an expert and provide support to our client's 750 products.

"We make it a point to immerse our agents in the brand," said Charlotte Fauser, Humach's VP of Agent and Client Engagement. "That means agents must become experts on each product they support: how it works, its ingredients, benefits and any safety precautions."

Case in point: Humach agents literally surrounded themselves in the client's products, getting hands-on experience to help customers assemble gates, strollers, pet crates, and more.

A Little Cost Reduction, As a Treat

↑ 32% reduction in overall costs

📊 KPIs met:

“Quality is King. Period.”

Customized Quality Management System

Weekly Client Calibrations

“Humach is the trusted face for many of our brands. Our contacts are technical in nature and our procedures varied and complex.”

—*Client Brand Services Director*

Rising to the Occasion

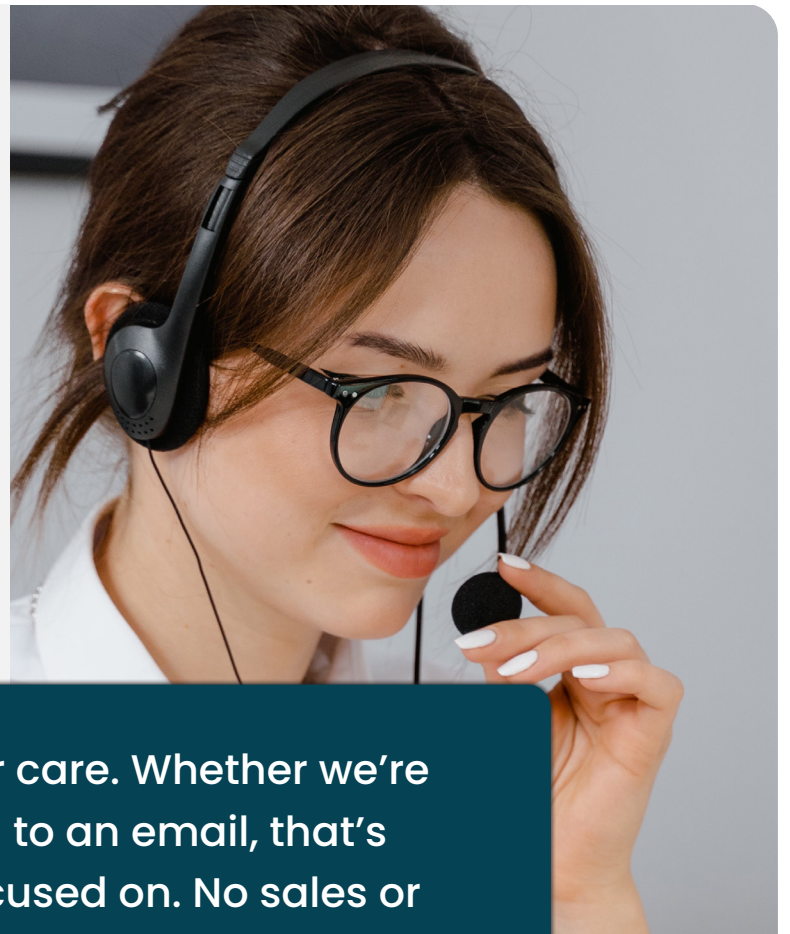
As the only contact center serving our client, Humach agents handled calls from customers, veterinarians, and distributors alike. Despite the fact that each call was unique, with many requiring urgent responses from agents (e.g. a pet ingesting a toxic substance), our agents provided top-tier, white glove service. In the words of our client’s brand services director, “Humach has delivered spectacularly on customer service. What began with our agents supporting 4 brands has grown into a robust customer service team with 13 brands and more than 750 products—pet toys, treats, healthcare, and more—supported in the U.S. and Canada.



Do your agents have...

- Advanced Critical Thinking Skills?
- Excellent Organizational Skills?
- Ability to Work Independently?
- A Guinea Pig?*

**To truly embrace our client's brands, our team adopted a guinea pig and named it Flick, a portmanteau of "flea" and "tick." Just one of the many ways we have gone above and beyond for clients.*



"It's all about customer care. Whether we're on a call or responding to an email, that's the only thing we're focused on. No sales or conversions. Just 100% service."

—Kelly Uhlich, Humach COO

Optimizing Service

Before Humach entered the picture, our client loved to spoil its customers with unnecessary feats of service. In the spirit of a trusted partner, we recommended adjustments to the program to provide the right balance between cost and service. The updated program reduced the total number of agents required with no impact on service.

Humach redirected energy that would otherwise have been spent on customers back to agents. When agents are well supported and motivated to grow and improve, they provide superior service. To that end, Humach created an incentives program that rewarded agents for learning how to provide support to more brands and products.

In addition to our excellent support, Humach brings unrivaled flexibility to the table, ensuring the client gets exactly what they need. "We have scaled our operations to meet the client's needs throughout each phase of growth," said Kelly Uhlich, Humach's COO, "They have relied on us for everything, whether that meant ramping up for seasonal spikes or scaling back to cut costs. They know we are working in their best interests."

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

