

SUCCESS STORY

Leading Cheerleading Apparel Company Saves \$561k

INDUSTRY

Retail

LOCATION

North America / Lat. Am.



Challenge

Frustrated both by a lack of insight into their current telephony solution and the limitations of their current provider, a prominent cheerleading apparel company needed a partner who could guide them through the difficulties of setting up an international contact center in addition to establishing workforce management practices.

Solution

At every turn, Humach adapted to the client's needs, first providing contact center agents with a revamped training program. Subsequently, as their full-service team, we helped the client manage a blended environment of agents at home and abroad by providing a complete omnichannel solution with robust reporting and support.

Impact

With the resources they needed now at hand, our client has developed workforce management practices to help them scale to meet peak demand as well as navigate unfamiliar situations. Thanks to Humach's efforts, they saved over half a million dollars in one year alone.

The Hard Times Are Over

In 2019, our client found themselves in a difficult position. Their current partner, using an outdated, premise-based platform, was not meeting our client's needs in terms of technology. Nor was this vendor providing useful reporting and analytics. In fact, with no calls being recorded, our client had no insight into their contact center whatsoever. Thankfully, Humach brought true expertise to the table, and our clients were able to solidify operations in our nearshore contact center, using our team of agents in Mexico.

Initially, Humach provided only Tier 1 support, with the client's in-house team handling Tier 2 and Inside Sales calls. Later in 2019, however, it became clear they would need substantially more from Humach. The challenges that came with relocating a warehouse across several states resulted in an exponential increase in call volume. Here, we leveraged our team of domestic agents to help our client scale operations quickly and efficiently. Our agents performed so well, in fact, that our client was able to dissolve its in-house agent team and build an order conversion team in its place.

Humach's workforce management proved useful again the following year, when early COVID-19 restrictions led to a brief closure for our client. With Humach providing agile support, our client was able to go dark, so to speak, and come back with the same expert team when ready.

Today, Humach manages a blended environment for this client, with a "super" team of domestic agents providing year-round support and a second team of nearshore agents helping with peak-season surges from May to October, when their business quadruples.

The Benefits of Expert Guidance

\$561,000 saved from 2020–2021

\$277,000 saved during peak season (May–Oct.)

\$53,000 saved in Q1 2021

799.39 hrs. invested in new virtualized training program

**“They kept throwing things at us,
and we kept performing!”**

–Kelly Uhlrich, Humach COO

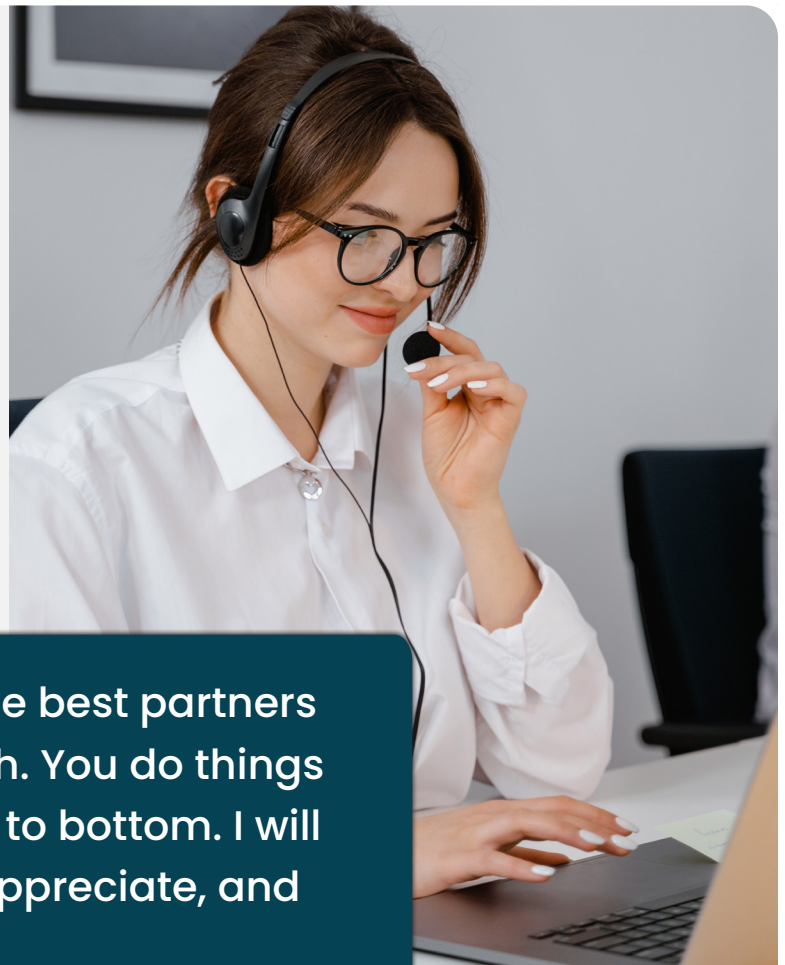
Additional Insight, Other Services Provided

- Established SOPs for entering orders, notating accounts, and more
- Provided detailed reporting & call statistics
- Formalized communication plan to address supply chain issues
- Created accommodation and order error entry tracking
- Rearranged staffing model and extended business hours to meet peak demand
- Created special projects and escalation teams
- Identified upsell and other sales opportunities
- Created Resource Hub, Knowledge Base, and Agent Assist chatbot
- Deployed virtual assistant in multiple successful email campaigns



Knowledge is Power

Our relationship with this client is one of guidance and support, and nowhere is that clearer than our efforts to revitalize their training program. Humach transformed what was essentially a dusty PowerPoint file into an interactive course that followed the ADDIE model. Our efforts were so successful that our client now schedules their trainings according to our facilitators' availability. They even copied the format of our training videos to help customers on their website!



“You are one of the best partners I have worked with. You do things the right way, top to bottom. I will always respect, appreciate, and admire that.”

—Former Client CEO

An Agile Partner To Meet Your Needs

In a few short years, Humach became our client's full-service support team, a role we came to fill thanks to our consistent flexibility. When our client needed help redesigning their IVR system, we delivered. When our client needed a true omnichannel platform, we delivered. When our client's business quadruples, we deliver.

Transparency and consistent communication also play a vital role in this partnership: While Humach handles over 95% of this client's customer communication, situations arise that require the input of client leadership. We ensure that our client always has direct access to our frontline support team, who excel at providing timely solutions, sometimes in a matter of minutes.

With years of success under our belts and our client not only satisfied but delighted with our work to date, Humach looks forward to growing this relationship even further. While the future undoubtedly holds unknown challenges for our client, Humach will meet them with aplomb, guiding our client as they grow.

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.

