



## GLOBAL LOGISTICS CASE STUDY SUMMARY

December 2017

**Emerging Global Services (EGS) implements a fully functional, multi-lingual, multi-channel customer support center for this global cross-border shipping E-tailer.**

*The EGS technology, combined with highly trained, multi-lingual call center representatives in Hermosillo, Sonora, Mexico and Accra, Ghana, implemented and ramped a fully-functional customer support center over eight weeks, supporting cross border e-retailers and their customers in 54 countries.*

### **The Challenge.**

Find a low-cost provider who could deploy customer support agents at a rapid scale, delivering high-quality service across 54 different countries. In addition to fast deployment, there was a huge need to immediately improve customer satisfaction for this brand, due to their hyper growth over the past year.

### **The Solution.**

Contract with an experienced (Global Logistic Customer Support Provider) call-center provider (Emerging Global Services) located in Hermosillo, Sonora, Mexico (Nearshore) and Accra, Ghana (Offshore), where high quality, English speaking labor is widely available at significantly less cost than in the U.S.A. or Europe. The labor is exceptional when compared to call-center employees in the U.S. For example, almost all EGS employees have two or four-year college degrees which is not common in the U.S. market. In addition, many EGS employees have either lived in, or gone to college in the U.S. Lastly, EGS employees are highly trained on a daily, weekly, and monthly schedule, creating a more efficient labor force at less cost than in the U.S. In addition, EGS deployed a highly scalable Cloud-based recruiting platform which sped up the normal time it takes to staff 100 seats from 8 weeks down to 4-weeks.

In addition to quality labor and agile recruitment, EGS implemented a highly scalable, omni-channel contact center platform (Cloud Based), enabling this client to quickly deploy chat, email and social customer support, in addition to traditional voice (phone calls). In four months, this dramatically improved C-SAT and reduced costs, making it easier and more efficient to connect with a wide array of customers across 54 different countries and cultures.

### **The Results.**

- Reduced operational costs by 35%.
- Improved CSAT by over 200% after the first year.
- Increased client revenue by almost 20% due to the efficiency of the omni-channel platform, enabling more customer orders, and reducing the number of customer complaints.

### **More about EGS.**

Emerging Global Services, LLC (EGS), based in Phoenix, Arizona, USA is a Business Process Outsourcing (BPO) provider delivering innovative technology and labor services from emerging markets worldwide (USA, Mexico, Africa). The EGS solution delivers cost savings by leveraging our high quality, lower cost of labor and technology solutions, for any E-tailer, Retailer or global logistics provider, shipping worldwide or just down the street.

SaaS providers require a multi-channel customer communications strategy when it comes to support. While voice-related service is the most common channel of support in healthcare, customers using SaaS applications prefer instant access to Chat, Text, Email and even Video within the application itself, or from Social Media pages and traditional Web and Mobile interfaces. EGS delivers cloud-based multi-channel solutions that fully integrate with most applications on the market, delivering a 360-degree view of your customers activity via robust reporting, Artificial Intelligence (A.I.) and data analytics, all in real time.

Learn more about EGS here: [www.emergingglobal.com](http://www.emergingglobal.com)