



Retailing and Consumer Products Services

The Connection has extensive experience providing outsourced multichannel contact center solutions for many leading retailing and consumer products companies. Our customized agent training and advanced technology allows us to deliver an unparalleled customer experience while increasing sales and upsell conversions, improving first-call resolution rates, and decreasing average call handle time. With a string of industry awards for quality and performance, we have the expertise, flexibility, and capacity to handle your sales and customer service needs with the dedication you would expect from an industry leader.

The Connection Retailing and Consumer Products Expertise

100% U.S.-based contact centers – providing professionally trained agents who answer calls 24 hours a day, 365 days a year.

Multichannel services – providing sales and customer service through voice, live web chat, email response, and interactive voice response (IVR) channels.

Capacity and scalability – providing the capacity to handle over 100 million calls per year and the ability to add agents efficiently and seamlessly at our U.S.-based facilities.

Proactive account management – optimizing your success through a flexible, consultative account management team with a focus on quality and results.

Detailed reporting and call monitoring – ensuring quality and performance through on-demand reporting, web-based agent quality scorecard and live or recorded call monitoring.

Workforce optimization – lowering your costs by maximizing agent utilization efficiencies.

Customized agent training – developing customized training based on your brand and company culture.

Advanced technology and technical integration – leveraging skills-based routing to direct calls to the best-qualified agents while accessing your internal CRM system in real time.

Retailing and Consumer Products Services:

- Inbound Calls
- Sales, Upsells & Cross-sells
- Customer Service
- Customer Retention
- Troubleshooting/Help Desk
- Order Placement/Processing
- Billing Support/Inquiries
- Order Status
- Consumer Affairs
- Product Recalls
- Reservations/Appointments
- Email Response
- Live Web Chat
- Interactive Voice Response (IVR)

Industries Supported

- Retailers
- Internet Retailers
- Catalog & Mail Order
- Consumer Products
- Quick-Service Restaurant
- Direct Response Marketers
- Loyalty/Continuity Programs

Case Study: Retailing, Sales, and Customer Support

A leading global publishing corporation that produces travel, cooking, wine, and time management books and products has partnered with The Connection to provide inbound sales, order processing, membership saves/cancellations, customer service, and outbound follow-up call support. We proactively identified cost-saving solutions by recognizing trends in call flow—by implementing weekly testing of agent knowledge and monitoring script adherence, we were able to reduce average talk time by 25%. The result? Increased sales conversions, improved call quality scores and an overall reduction in call center outsourcing expenditures.



Contact us today for a free quote!

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