

## Online marketplace's business grows and widens with responsive CRM outsourcing partner

This leading online marketplace needed an extension of its existing overflow program and chose Transcom as an innovative and reliable outsourcing partner whose expertise to effectively deal with the key issues of cost, productivity and customer satisfaction was widely renowned. The client's long-term goal of high achievement in terms of the quality and quantity of its customer service was foremost in its mind when partnering with Transcom.



### **Business Challenge**

In order to effectively manage three key issues, namely, risk, flexibility and cost, the online marketplace chose to partner with Transcom, a credible and respected outsourcing expert.

Transcom wanted not only to safeguard the service quality and effectiveness of its client's world-renowned brand, but also to focus on achieving customer

satisfaction without any business compromises.

The client required expert advice and reliable, practised methods of achieving its ultimate goal. It sought help from Transcom to address the following key issues: To look for an extension of its existing overflow program in order to better manage risk, flexibility and cost while maintaining a sharp focus on customer satisfaction

To address the client's interest in exploring the development of a Pan-European Customer Service Network by providing expert and tailored management training

To safeguard the client's ambition to achieve worldwide success and provide a first-class, responsive service for its customers

### **Transcom's solution**

Transcom developed an effective new hire and up-skilling training program to further enhance the online marketplace's already highly renowned training and quality. This would ensure a constant level of performance and competency for its customer service personnel and make certain that quality targets were regularly met.



## CASE STUDY: CLIENT C

Recognising that knowledge and capability is not enough, Transcom also placed significant effort into identifying and empowering the unique aspects of its client's business and culture.

Built on a robust online platform and with email as its predominant channel of customer contact, the client had an innovative business model which required an equally innovative outsourced CRM solution: The client's back office had to function as its front office. Transcom enabled the revolution.

Today approximately 160 Transcom CSRs support the online marketplace's customers in Italian, German, Dutch and Spanish across multiple key markets. Via email—traditionally seen as a back office tool—Transcom acts as a virtual front office for the company, lending general support to its customers in regard to entering, bidding on and selling articles at auction. Transcom also takes care of invoicing and payment inquiries. Exemplifying the client's values and culture, Transcom delivers these services with superior quality and seamless consistency on a Pan-European level.

### **Achieved Results**

Transcom established itself firmly within the core of the online marketplace's framework resulting in a 50% cost saving service. Through ongoing up-skilling training and client-certified internal training teams, the outsourced CSRs are prepared for a wide and rich range of tasks, which they perform outstandingly.

Transcom appreciated the online marketplace's worldwide brand recognition and its ultimate objective was to optimise and develop the client's professional organisation and manage resources more effectively.

Thanks to its partnership with Transcom, this online marketplace has been able to better manage risk, flexibility and cost, while continuing to deliver the customer service excellence and satisfaction that are synonymous with its brand.



## CASE STUDY: CLIENT C

### **Facts: leading online place**

- In operation for over a decade, our client is the world's online marketplace for the sale of goods and services by a diverse community of individuals and small businesses
- Offers localized sites serving markets in North America, Asia Pacific and Europe
- Brings together millions of people every day through an array of websites that focus on commerce, payments and communications
- Recorded net revenues of \$4.5 billion in 2005 and a net income of over \$1 billion

### **Facts: Transcom**

- Established in 1995
- Growth leading outsourced CRM and Credit Management service provider
- Lead generation, marketing & sales, customer care, bookings, up & cross sales, helpdesk, reminder services, amicable & legal collection, debt purchase
- Over 120 international and domestic clients
- More than 13,100 employees in 27 countries
- Member of the Kinnevik group of companies

