



ECOMMERCE

# Delivering Omnichannel Support to Increase CSAT

TaskUs

CX | Content Security | AI Operations | Consulting



## THE CLIENT

Unsatisfied with existing eCommerce products, our client started out of a need for a hassle-free platform to build a retail business. This eventually led to a focus on making commerce better for everyone, so businesses can focus on what they do best: building and selling products.

Today, merchants use the platform for every aspect of their retail business from product, order and customer management to delivery across multiple channels including online, in-store and on-the-go. Powering over 5,000,000 business, our client has disrupted the eCommerce industry by remaining focused on making a hassle-free product and remaining customer centric.



## The Challenge

In line with their mission to be the most customer-centric company on the planet, our client mandated every teammate service voice, email and chat support channels, handle complex billing inquiries, and exceed sales expectations. They coined their support teammates “gurus” to represent their commitment to providing exceptional, comprehensive quality of service.

To measure this, our client set a target CSAT of 90%. They valued resolution over handle time. The ultimate goal was to not escalate any issue until they absolutely could not solve the customer’s issue themselves.



# THE ANSWER IS

At the beginning of the campaign, TaskUs set an absolute minimum CSAT score of 70% and a target of 90%. Our CSAT score at launch was 82% and we currently have a score of 93%.

To provide exceptional support in this complex environment, TaskUs initiated three key areas of development.

## Merchant Success

Our client stressed “merchant success” - how successful a merchant’s online store is after an interaction with a support agent - as a key indicator of success. This instilled personal accountability for teammates to ensure merchant’s have a meaningful experience with support; we are not just solving a problem, we are being stewards to support the merchant in all aspects of their business. To support this, teammates have access to merchant’s store metrics and proactively propose improvements.

Not only do our teammates provide a high quality of service, we generate nearly two times the annualized recurring revenue in comparison to their internal team. Our upsell conversion rate for premium features is 19%, compared to our 12% conversion rate goal. Moreover, a teammate is not able to pursue an upsell opportunity if he or she is not first able to resolve the initial inquiry from the merchant. This ensures high quality of service and productive selling, not frivolous bolt-on items.

## Individual Empowerment

To empower our teammates to resolve a customer’s issue without the need to escalate it, we enabled them to seamlessly transfer a conversation with a customer that started in chat to a phone call if it would ease the resolution. And, to proactively help customers, our teammates are encouraged to write and email the instructions they shared while actively communicating with the customer so they have it for future reference. Furthermore, teammates are encouraged to provide a proactive resolution to a challenge that often follows the current problem to ensure the customer is set

up for success. The goal is to solve problems customers didn’t even know they had.

TaskUs established best-practice peer sharing through a dedicated Slack channel. Teammates - both internally and at TaskUs - pose support questions to the larger team for autonomous, continuous development. We also instituted an open, flat organization that they are accustomed to where teammates are encouraged to collaborate across all levels and positions of management.

## Enhanced Training

Our training program mimicked our client's rigorous training program, known as "The Gauntlet." However, prior to TaksUs, their training curriculum was self-paced, at-home training. TaskUs created a custom facilitator-led curriculum coupled with a custom and interactive learning management system (LMS) to utilize virtual learning and videos. We also simulated a store environment to provide interactive, hands-on training.

Additionally, we conducted post-training development for continuous improvement. We

looked at inquiries that required the longest handle times yet produced the lowest CSAT scores and conducted additional training around these specific tickets.

After restructuring the training program, we saw a 15 point increase in CSAT.

## The Results

90%+

Consistent CSAT rating

15 point

Increase in CSAT after restructured training curriculum

2x

Annualized recurring revenue compared to internal team

19%

Upsell opportunity conversations compared to goal of 12%



## About TaskUs

TaskUs provides next generation customer experience that powers the world's most disruptive companies through the partnership of amazing people and innovative technology.

We provide Ridiculously Good strategy, business process optimization, revolutionary technology

and the best talent to deliver transformational, digital scale. To find out more visit [TaskUs.com](https://TaskUs.com).

To start a conversation about how we can help your organization, contact [sales@taskus.com](mailto:sales@taskus.com).

