

Meal Kit Delivery Case Study

Contact Center Outsourcing



Our Client

A global leader in the booming subscription box - meal kit services market delivering over 9 million meals a month to more than 850,000 customers.

The Evolution of an Outsourcing Partnership

In 2015, with internal resources stretched, our client released an RFP in search of outsourcing support. TOG was selected and awarded a pilot program. The initial "proof of concept" of 5 agents has now grown to over 150 outsourced agents at TOG, across several lines of business.

Timeline

Aug '15 launched 5 agents reactivating 6 month cancels (TOG Florida call center)

Dec '15 grew to 50 agents calling 1 week cancels

Aug '16 launched welcome call team at TOG's El Salvador call center

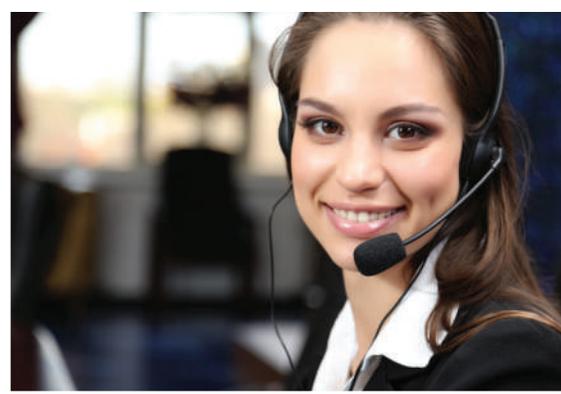
Present day 152 agents in Florida & El Salvador providing 24/7 inbound customer service, chat, email & outbound reactivation & welcome calls

Oct '15 grew team to 25 agents testing various offers

Feb '16 launched reactivation team at TOG's El Salvador call center (1st ever near-shore site for client)

Oct '16 client awards TOG inbound customer service, chat and email programs to TOG's El Salvador call center

Future - limitless potential!



What problem did we solve?

- Created a cost-effective contact center outsourcing channel
- Reduced customer reactivation costs by 173%
- Reduced inbound customer service costs by over 50%
- Increased sales conversion and reduced cost-to-acquire
- Reduced overall operating costs with our domestic/nearshore sites
- Provided scalability, flexibility and subject matter expertise
- Business continuity and risk mitigation

How did we do it?

- Transferring tribal knowledge and best practices to exceed goals
- A customized outsourcing solution – no cookie cutter
- Uncovering new revenue opportunities and customer contact channels
- Scripting, training and quality modules to maximize customer experience
- A 360 degree view of the customer relationship management process
- Universal agent queues to effectively manage call volume bursts
- Dedicated omni-channel 24/7, voice, chat, email and back office teams



Collaborative partner - not just a “Call Center Vendor”

- We embraced our client’s challenges and executed our solution as promised
- Real-time voice of the customer feedback enabling swift and decisive action
- Leveraged our “people first” culture to deliver the best possible (CX) customer experience
- Our elite near-shore sites enable cost reduction with no degradation in CX
- Effective contact management strategy utilizing our decades of experience
- Our team immersed itself in the client’s world, ensuring a replication of its culture
- Our internal think-tank is hard at work formulating new strategies for our client
- Relentless commitment to innovating future growth strategies

The final word

We are very excited with the group of agents your team has been able to assemble for us. They have quickly adapted our brand values and lived them during their interactions with our customers. We are very happy with our extended family at TOG.

Director, Customer Care
Meal Kit Delivery Company



Founded as TOG in 2006, TOG’s parent company Superior Uniform Group was founded in 1920, and is publicly traded on the NASDAQ (symbol: SGC). TOG is a leader in outsourced contact center and BPO services with 3 locations and over 1600 agents in Florida, El Salvador and Belize. TOG offers US and global companies a world-class outsourcing solution backed by the financial strength and stability of a publicly traded company. Core competencies include a full suite of omni-channel customer service, sales, email, chat, social, back-office, English and bi-lingual services.

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