



Replacements trusts eGain

The world's leading collectibles company relies on eGain to boost agent productivity and provide scalable email customer service to millions of consumers

“eGain’s email solution is not only paying for itself by enabling cost savings for us, but also adding value to our top line.”

Jack Whitley
Vice President,
Internet Sales & Marketing



Company

Replacements Ltd. is the undisputed world leader in a highly demanding and quality-conscious segment: collectibles. That includes crystal, china, silver, and other collectibles, and, as can well be imagined, commands widespread attention from millions of demanding aficionados from the far corners of the globe.

Challenge

The customer service challenge at Replacements became critical when its website received a design and customer service award from *Internet Retailer* magazine. With such high visibility, providing world-class customer service was critical to sustaining customer interest, reassuring diverse users of the company’s responsiveness backed by deep knowledge and authority in its niche—a stellar feature of the service offering that the loyal audience had quickly come to expect as a right.

While business was growing in step with market attention, the pain was also making its presence felt in no uncertain terms. Soon, management realized that the very applications that had served them so well in the past simply weren’t going to be enough to cope with the rapidly escalating volumes of consumer email that threatened to overwhelm the company’s customer interaction

capabilities—and overstretch its already beleaguered frontline staff.

Solution

“We realized that customer service was the cornerstone of our strategy to grow the business,” notes Martha Newman, Internet Services Manager at Replacements Ltd., who was then squarely facing the brunt of the steep spike in web traffic and attendant clamor over delayed agent responses. “We also realized that the company’s contact center was the vital link between the company and its customers. Over the last few years, the customer interaction center had evolved from a ‘phone-only’ call center to a multichannel contact center that was responsible for serving a customer base of 5 million—roughly half of whom chose email to interact with the company.”

The Replacements customer service strategy relied on a two-pronged approach: listening to customers and addressing inconsistencies in the overall consumer experience. This approach clearly highlighted the need for a highly robust, scalable easy-to-use industrial-strength email response management product that would not pose a time-sink for the company to integrate into its existing architecture, nor prove thorny for the hyper-busy customer service agents to master. From the outset, management was

impressed by eGain Mail™, eGain's email response management solution, just as it recognized the company's reputation for delivering world-class service.

Results

With the business benefits enabled by eGain's email response management solution, Replacements Ltd. continues to consolidate its preeminent position.

Post-implementation, Replacements' 150-agent contact center now includes an Internet Services Group with 30 agents who are dedicated to email customer service. The group handles thousands of inbound online service requests each day, including customer registrations, orders, and free-form email

inquiries. Agents in the group are able to process these inquiries efficiently and effectively by using key capabilities of eGain's email response management solution such as rules-based routing, quality assurance features, management reporting, and an easy-to-use knowledge base. This has allowed Replacements to reduce its response times to all email requests to less than 24 hours and sustain a high quality of service without adding staff, in the face of growing email volumes. In fact, the power of the solution has resulted in reduced agent headcount requirements for the upcoming fiscal year in Replacements' planning cycle.

Key results

- ✓ Email volume has increased at a rate of 30% annually, and is now nearly 1,000 inquiries per week. In the face of such a mounting workload, the Replacements Ltd. team has managed to boost productivity and maintain an average response time of less than 24 hours without expanding staff.
- ✓ Replacements Ltd. reports a reduced response times of less than 24 hours for all email requests and sustained high quality of service without additional staff in the face of growing email volumes.
- ✓ Agents now able to process inquiries effectively by using key capabilities of the solution such as rules-based routing, quality assurance features, management reporting, and an easy-to-use knowledge base.



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