

HOW SKILLSOURCE TRANSFORMED CUSTOMER SERVICE FOR A DOMAIN & TRADEMARK REGISTRAR



COMPANY OVERVIEW

The client is an ICANN-accredited registrar, offering international domain name registrations across 220+ countries with over 1,200 extensions. It also provides trademark registration and protection services in more than 180 countries and territories.

BUSINESS CHALLENGES

- Providing customer support through chat for Trademark and Domain Services outside of regular business hours.
- Required staff capable of independently mastering the support process using only a basic manual, as no formal training was available.
- Customers expressed frustration when issues weren't resolved in a timely manner, impacting loyalty and long term-relationships.
- Ensuring agents provide accurate information about a wide range of services for maintaining credibility

OUR SOLUTION

- Established a robust IT infrastructure for 12-hour coverage during peak inquiry times across time zones.
- Developed manuals and a knowledge transfer program to train staff efficiently across shifts.
- Conducted coaching sessions and performance audits to maintain quality.
- Implemented a ticketing system to categorize inquiries by urgency and importance.
- Fostered a culture of knowledge sharing and collaboration among staff during shifts.

SERVICES OFFERED

- 12 hours of chat support on all days of the week
- Tickets for each chat based on priority, ensuring the client could promptly address those requiring immediate attention.
- Daily reports to monitor productivity and track progress effectively.

BUSINESS OUTCOME

- By outsourcing chat support to our team, the client has reduced operational costs and increased revenue.
- Achieving a 98% rate of responding to chats within 30 seconds.
- Significant improvement in CSAT scores.
- Regular reports offer valuable insights into chat handling performance and query trends, enabling the client to enhance process effectiveness.
- Drastically reduced the occurrence of customers initiating repeat chats for the same issue or query

Client's Quote:

SkillSource has been an important support during the years we've worked with them. They have always remained flexible to accommodate our requirements and are quick to respond whenever we've needed them.

