



FMCG & Blended Consultant Case Study

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OUR FMCG & BLENDED CONSULTANT EXPERIENCE

Our management team have worked on a wide variety of campaigns over the last 18 years with some outstanding results. You can be sure when you partner with OneChat that **we know Blended consultants & FMCG**

SITUATION

OneChat is currently working with an iconic global dairy company providing a range of customer interactions in Australia, AsiaPac and globally. This client previously had a number of customer functions siloed and in house but were struggling under the weight of call wait times, average customer handling times and cost to serve. OneChat approached them about providing them blended consultants via our Centre of Excellence

SOLUTION

We provided this client an opportunity to benchmark our blended consultant solutions in key stages, initially in Australia only. Enquiries come through our telephony system from retailers looking to place orders via phone as well as customer interaction via web portals, livechat, email and fax.

With an initial headcount of 19 staff growing to 35 , we have highlighted the cost efficiency and customer centricity of our approach by hitting key KPI's set by our client. Via our OneProgram, our staff have been extensively trained in customer contact solutions and now look to provide our clients customers upsell opportunities on every call increasing ROI

OUTCOME

92%

OCCUPANCY RATE

THE TIME A BLENDED CONSULTANT IS DIRECTLY
INTERACTING WITH A CUSTOMER
IN A LOGGED IN HOUR

80/20

AVG. SPEED

ANSWER

80% OF CALLS ANSWERED IN 20 SECONDS OR
LESS (CLIENT IN HOUSE WAS 45/20)

After successful completion of stage 1, we are currently working with our client on stage 2 of our project plan which will include 24x7 support for the AsiaPac region.

With Melbourne being Australia's multicultural epicentre we will be recruiting staff to provide these services in a multilingual capacity.

We are also looking to provide additional services for this client that they have not previously performed in house such as surveys and video chat.

YOU'RE PRETTY IMPRESSED...WHAT'S NEXT ?

Scott Allan- Director of Sales & Partnerships answers the question **“Why OneChat?”**



OneChat is acutely aware of and has experience in providing the right solutions in a timely and cost effective manner. Our overriding goal is to add value to our partners organisation and more importantly your customers through value added solutions that enhance the customer experience and provide positive ROI to your business.

Scott Allan, Director of Sales & Partnerships

OneChat will use our expertise to provide you with the outcomes that you and your customers desire.

If you would like to learn how OneChat can take your business customer contact to the next level, feel free to get in touch via my details below.

Regards

Scott Allan

Director of Sales & Partnerships

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