

# Pier 1 Imports finds a home with C3i Solutions



## The Challenge

A US based omnichannel retailer specializing in imported home furnishings and, known for their colorful, creative, and unique home décor, was looking for a partner to handle their inbound e-commerce and customer care support that could handle their sharp seasonal spikes by ramping up with knowledgeable brand ambassadors ready to nurture their consumers with the high-touch white-glove support they deserve.

The omnichannel retailer was specifically looking for a partner who could work hand-in-hand with their own in-house customer support team — a partner with a passion for the brand.



## The Solution

C3i Solutions, an HCL Technologies company, began handling consumer care support on behalf of the omnichannel retailer in 2015, including product and gift card inquiries, store locator, and damaged product assistance as well as taking orders and processing returns from the company's very successful e-commerce website.

The retailer's sharp volume increase in the peak season (September-January) was no obstacle for C3i Solutions. With customized hiring profiles, focusing on candidates that had a background not only in customer service, but also in retail, C3i Solutions was able to build a strong team of brand ambassadors quickly.

C3i Solutions was also able work in tandem with their in-house support team seamlessly.



## The Results

The relationship between the teams has grown, and they work seamlessly to support the retailer's consumers, even developing a P2P (peer-to-peer) environment to handle more sensitive calls.

The retailer's consumer care philosophy focuses entirely on surprising and delighting the consumer on the first call. Without being overly concerned with typical contact center metrics like average call handle time AHT 'average handle time', C3i Solutions' brand reps were able to focus their energy exclusively on consumer satisfaction.

And it shows. Utilizing a company called Stella to analyze consumer satisfaction via a secret shopper method, they measured highlights vs. missed opportunities. The goal is for agents to maximize highlights while minimizing the number of missed opportunities. As you can see from the table below, highlights increased 70% year over year, while missed opportunities decreased by 62%.

The retailer's outstanding consumer care enabled by their partnership with C3i Solutions, has not gone unnoticed. The company was recently named Best-in-class Contact Center at the annual Customer Contact Week (CCW) Excellence Awards, which honor those who have made a commitment to driving a superior customer experience performance.

Year Over Year Overall Quality:	
Missed Opportunity	Highlights
<p><b>Year 1:</b> 13%</p> <p><b>Year 2:</b> 5%</p> <hr/> <p><b>62% decrease</b></p>	<p><b>Year 1:</b> 37%</p> <p><b>Year 2:</b> 63%</p> <hr/> <p><b>70% increase</b></p>

“ C3i Solutions has been more than just an outsourcer for Pier 1, they have been a great business partner. It was important for our customers to have a seamless experience, whether their call was handled by a Pier 1 associate or by a C3i employee, and we have definitely achieved that goal. We are extremely satisfied with the quality of agents at C3i and looking forward to continuing our partnership. ”

-Director of Customer Relations, Pier 1

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