



Q3 technologies

Q3 successfully manages Customer Support for leading online marketplaces.

Q3's global sourcing model gives the maximum benefit to customers in terms of cost savings, improved quality, access to highly talented professionals, flexibility of operations and reduced time to market.

Case Study - Customer Support

Business Situation

Client is one of the world's largest online traders of books for more than a decade. Client has a website for online shopping comprising a wide selection of books. Established in 1995, it has over 1.5 million titles. In order to market these titles, the client created various "online storefronts" on websites such as Amazon.com, Ebay.com and Abebooks.com. These websites have an enormous Client base which provides smaller, reputable businesses with exposure to a wide market to sell their items, while providing their own customer's the opportunity to shop around the best price.

The client's product is an online marketplace for books and electronic items. To address issues of customers an efficient and prompt Customer service is required wherein the customers can enquire not only matters of general interest but also on specific issues such as e-shopping, order status, order shipping and so on.

The queries from the customers range from common queries to elaborate queries. A comprehensive Customer support module was required with a dedicated pool of Customer service professionals. The Customer Service requirement was not only to deal with the customer but also deal with the representatives of the partner websites.

The partner websites are business associates of the client from where the orders come into its marketplace.

Q3 Technologies provides broadly three types of customer support to this client since January 2005:

- Email Support
- Voice (Voicemail) support
- Attending to customer queries through Faxes

The Customer Support has a web interface wherein all the customer mails are answered using the FAQ's (predefined) responses with some personal touch of customizations. Q3 takes full responsibility and ownership of the customer support of the client. Apart from responding to customers Q3 proactively works on new issues in Customer service at CS and provides their effective resolution, works closely with the Customer service team of other partner sites, suggests improvements and extends exciting offers to customers to increase ratings of the client's marketplace.

A unique feature of Q3's endeavor with this client is collecting negative feedbacks and providing a resolution for them. This is a completely quantifiable process and directly affects the client's ratings on the various online marketplaces.

Solution

Benefits

- » Cost Effective and efficient Customer service, customized as per the need of the client.
- » Customer queries are answered within 24-48 hours of the customer request and the service level is always maintained.
- » New initiatives undertaken to improve upon the customer support.