



Contact Center Support Services *Made Better*

CASE STUDY

Valore Books

Overview

Providing customer support for students can be quite a tedious task. While students spend countless hours in class and studying every week, when they have an issue, they often look for help whenever they have time. Valore Books, a company that provides a marketplace for students to buy and sell textbooks, ran into this issue when they began to experience a large volume of customer service calls in the summer of 2008. It was nearly impossible for Valore to handle the large influx of calls with only ten employees.

Scott Goergen, COO of Valore Books, began to look for solutions that were more efficient and timely. He logged onto the Internet and researched outsourcing contact centers. However, he was hesitant to outsource the calls because he wanted to ensure that his customers received the finest quality of customer support possible. Goergen made contact with several companies, but was dissatisfied with the caliber of their support, until he discovered Customer Direct, an onshore outsourcing specialist known for their outstanding customer assistance.

Strategy

In September 2008, Valore Books partnered with Customer Direct. Goergen knew that the highly trained and qualified technical support agents would provide quick and efficient help to students on-the-go, as well as maintain a high level of customer care.

“We started getting quite a few phone calls and we weren’t able to appropriately handle the call volume,” said Goergen. “We needed help and then we found Customer Direct. It was a great fit.”

Prior to using Customer Direct, Valore Books employed three customer service agents to answer phones and emails from 9 a.m. to 5 p.m. But, having 24-hour customer service support has provided customers with the satisfaction they expect.

“With our employees answering phones and responding to emails, it got to a point where it was too overwhelming for us,” said Goergen.

Since many customers of Valore Books are college students, calls come at sporadic times. Students are often unable to call during regular business hours and they try to handle their textbook trouble between classes, if they have time.

Results

Valore Books has noticed the value in outsourcing a customer service contact center. Goergen said that he appreciates the reliability and accountability of the technical service agents at Customer Direct. The excellent customer service support that Customer Direct provides puts Goergen’s mind at ease.

“We don’t have to worry about employees being punctual or staffing people over the busy holidays,” said Goergen. “It’s made everything quite a bit easier on us to have someone there 24/7. We’re not bombarded by calls anymore.”

Valore Books currently boasts an average talk time of 4:50 with the assistance of Customer Direct. This enables students to call and get their issue resolved in less than five minutes, rather than waiting hours, or days, for a response.