

FOLICA.COM

Dramatically Improved Customer Satisfaction and Enabled the Ultimate Customer Experience

» folica.com started small. In fact, its beginnings can be traced back to a spare room in founder Dennis Huang's apartment in 1998. As his small line of green tea-based hair products took off; he added more products and soon faced a quickly growing business that lacked the tools it needed to meet their high customer satisfaction goals. After implementing the inContact ACD and ECHO feedback system, folica.com »**dramatically improved their customer satisfaction rate** »**improved customer service with real-time agent coaching** »**and can now identify and mitigate product quality control issues almost immediately.**

folica.com

Business

Folica.com

A leading online retailer of 5000+ hair-related products

Challenges

- Maintaining customer satisfaction goals
- Keeping up with rapid growth
- Customer and product issues

Results

- Reduced customer dissatisfaction by 60% in 90 days
- Automated call center routing with ACD
- Greatly improved customer experience
- Can react quickly to customer or product issues
- Enabled an at-home workforce
- Building a loyal customer base

Growing Pains

According to Mike Swartz, SVP Operations, folica.com was the classic example of a company that was too big to be small and too small to be big. Prior to inContact, they had been using a standard office phone system set-up, but as they grew, they knew they needed a higher volume system that included an ACD so they could handle their call volumes and properly route calls. As a very customer-centric company, they also needed high performance tools that would enable them to optimize their agents and track performance so they could meet their high customer satisfaction goals. And like all smart companies that are growing, they wanted a cost-effective solution that could grow with them and would have the capacity to support a future at-home network.

Finding the Right Treatment

folica.com looked into a number of call center options, including both premise-based and hosted call center solutions. They found inContact through a contractor who had experience with the inContact suite of products and highly recommended them. Beyond the recommendation, inContact's superior routing, system flexibility, powerful feedback and at-home workforce possibilities had them sold. Having done their research and considering their long-term needs, they knew they had the best, most cost-effective solution with inContact.

They chose the inContact ACD to help them handle their call volumes and create a more optimized call experience for their customers. The ECHO survey tool gave them real-time surveys, which allowed them to coach agents in real time, provided them with immediate customer feedback and enabled them to reconcile both customer service and product issues right away. "We saw the ECHO survey system as not only a way to stay close to our customers' needs, but also a way to provide timely and targeted coaching to improve the quality of our customer service experience," said Swartz.

Enabling the "Obsession"

Above all, folica.com is on a mission to become the best store in the world to find and buy hair products. Transitioning from a basic office phone set-

up to the inContact ACD with ECHO feedback, they were able to reduce their dissatisfied customer rate by a whopping 60% in just 30 days. “One of our company’s core values is ‘customer obsession.’ We all try to put ourselves in our customers’ place, asking what the experience would be like from their point of view and how they would want it to feel,” said Swartz. They take pride in their positive customer feedback and strongly encourage their employees to maintain the level of service that earned it. When feedback is less than positive, they work passionately to correct things. “I think it’s vital to have systems in your customer contact center that provide transparency to the entire organization. Being able to understand and quickly relay information about how we affect the customer is so powerful and vital to providing excellent service,” said Swartz.

“When you can combine recording capability with customer feedback, it gives you a very powerful way to stay close to what your customers are experiencing on the phone.”

Mike Swartz
SVP
folica.com

In addition to the transparency, folica.com has found other benefits that have helped them make strides with their customers. When there’s a problem, it’s easy for them to locate and go back through the calls and listen to what transpired. Then, when a manager calls a customer back, they know exactly what happened and are prepared to mitigate any problems. This way, customers don’t have to re-hash their stories and relive the problem. “When we’re able to proactively call a customer and go into the call with a thorough understanding of exactly what’s going on, it puts us in a different light as an organization. The customer doesn’t need to go through the hassle of rehashing their story again. We can quickly get to the issue and resolve the situation for the customer. It’s a win-win for everyone involved,” said Eric Magnuson, Call Center Manager.

Swartz adds that “One ECHO reporting feature that has been really useful is the e-mail alert option. We have our system configured to email the management team every time we get a ‘dissatisfied’ comment from a customer. A member of our contact center leadership team researches all customer contacts associated with the customer service issue that led to the dissatisfied satisfaction rating; usually within an hour or so of the event. We research all phone calls, emails and order comments—we really try to put the whole story together.” inContact gives them the big picture view they need to improve their operations and keep their customers happy.

The recordings have also been invaluable in employee training. When talking about ECHO, Swartz said “It’s very educational. Reviewing recorded phone calls has helped us identify gaps in training, opportunities to improve agents’ product knowledge and deal with soft skill performance issues. It’s been educational for us as a team. We typically find the issues are systemic – not individual performance issues; when one person gets it wrong, the rest of the team does too.”

Not only can management hear what’s going on in the call center, but the agents can hear themselves too. “Agents will often say things like they didn’t realize they spoke that quickly, that softly or how incredibly painfully long their silent gaps in conversation can be. It’s a real epiphany for some people to hear their own conversations. Folks are much harder on themselves than a supervisor could ever be. Recorded call reviews are a tremendous training tool!” said Swartz.

While the customer service optimization benefits are apparent, it also helps them run a tighter business. Swartz explains that “Even product quality issues surface very quickly. Once we had a hair care product that had a very light viscosity and a poor seal on the cap of the bottles. The result was that many of the bottles were leaking in transit. Hearing the customer complaints first hand allowed us to identify and understand the root cause of the problem very quickly. More importantly we were able to remedy the situation with our supplier and minimize the impact on our customers.”

With ECHO, they are able to literally give their customers a voice in their business. When you’re trying to make changes happen, nothing resonates with the decision makers quite like a real customer with a real issue. “You can write an email or you can tell somebody, but nothing is more compelling than having the people responsible hear what the customer is saying firsthand,” said Swartz.

“It helps us to be better prepared to address the customer’s needs overall.”

Eric Magnuson
Call Center Manager
folica.com

At folica.com, no matter the solution or how they use it, it’s all about the customer. Putting action behind their philosophy, they have made good use of inContact’s solutions and have taken folica.com to new heights in customer satisfaction, enabled and empowered their managers and agents while also helping them streamline their business operations. As a result, they have seen incredible business growth, money savings, time savings and are building a customer base that will last.