



CASE STUDY

Big product launch demands rapid ramp up and flexible customer support.

**Customer Support needs too big for in-house
team, too small for most call centers**



www.enshored.com

CLIENT

Robotic vacuum company

INDUSTRY

Technology, home appliance

RESULTS

15-minute

max response time for 90% of emails during business hours

30x

increase in daily volume of emails and calls: from 5 to 150

24/7

support team operating hours

35%

reduction in product returns

70%

increase in app star rating from 2.1 to 3.6 stars

1,000s

of positive review-
“Super Patient,”
“Knowledgeable,”
“Excellent”

Overview

As the No. 1 robotic vacuum company in China, Ecovacs Robotics was gearing up for explosive growth in the US market in 2017. The company was planning its U.S. launch on Amazon Prime Day, a global sale known for record-breaking sales surpassing Black Friday and Cyber Monday. Ecovacs expected to sell tens of thousands of robots in just a few days—an unprecedented volume for its two-person customer support team.

The Challenge

Ecovacs faced an intense time crunch to add team members who knew the product, could troubleshoot problems, and communicated well with American customers.

Brian Scully, Ecovacs Robotics Head of Customer Experience in the Americas, was put in charge of scaling the customer support team. “Literally, I had a week and a half to pull the trigger on the operation,” he said. “It was frantic.”

That’s where Enshored came in. Recommended by a large call center whose rates were too expensive and had cumbersome start-up processes, Enshored had the flexibility Ecovacs was looking for.

Our Approach

Become AI-Powered, Robotic Vacuum Experts in 10 Days

Ecovacs customers struggle with all kinds of problems: from common vacuum troubles like hair clogs to technical issues about wifi, app displays and smart mapping. In the rapid ramp-up period, the five-member team from Enshored studied the product documentation, the app and explored every possible customer scenario.

Within a week and a half, Enshored hired, trained and began handling all of Ecovacs’ phone calls and help tickets for U.S. customers. Support numbers went from five emails and calls per day to 150.

“They were motivated quickly and definitely self-starters. They’re smart and technically savvy group of people who know how to relate to U.S.-based customers” says Scully.

Our Impact

200,000+ customer interactions

Most customers are tech-challenged seniors who receive the vacuum as a gift. In an ongoing survey, customer satisfaction has held a steady 93%. Without fail, Amazon customer reviews also praise Ecovacs for its customer support. Meanwhile, major product review websites also credit the company's support. "I definitely think that the quality of our support operation helped get us into Costco, Best Buy and Target," Scully says.

App Rating Went Up from 2.1 to 3.6 Stars

When agents noticed app reviews for the Ecovacs app were low, they initiated a program asking happy app users to leave a review. Ecovacs agreed with the idea, and so far, satisfied customers are boosting app reviews from 2.1 stars to 3.6 stars.

Most Emails Get Responses within 15 Minutes, Returns Down by 35%

Before the Enshored partnership, phone calls often went to voicemail because only one or two people were answering calls. Today, 90% of emails are answered within 15 minutes during business hours, and 85% of all emails are answered in less than an hour. Fast response time is a high priority for Ecovacs. The moment a customer has opened a help ticket or dialed the support line, they're at risk of returning the product and becoming an angry customer. Since working with Enshored, return rates on top-selling robotic vacuums have gone down by 35%.

Conclusion

Customer Support through True Partnership, Not a Service

Of the original five agents who joined the Ecovacs customer support team two and a half years ago from Enshored, four are still supporting the robotic vacuum company. What started with five agents will likely grow to 45 agents within the next year, as Ecovacs continues to grow its US market share.

Scully stresses the importance of the flexible partnership with Enshored. He doesn't consider Enshored a service. "The agents have ownership of the product; they feel like it's their product," Scully says. "They get mad when stuff breaks. I love it when they get mad! That's the sense of ownership because they want Ecovacs to succeed."

"Enshored made it easy. They're smart and flexible. They're a partner, not just a service. And they grow with you. They said, 'Great, we love getting in on the ground floor with a company that's growing. We'll get you high-quality people.' That's what they did, and that was perfect."

Brian Scully | Ecovacs Robotics Head of Customer Experience in the Americas



**How Enshored
can help**

Enshored is built to support disruptive start-ups.

We augment, build and support customised Customer Experience for digital CX, Sales & Marketing, Back Office and Content Moderation.

We provide the people, the culture and the operating system to support you to scale seamlessly.

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