

DOUBLE DOWN ON DIGITAL: ADAPTING TO THE NEW NORMAL IN E-COMMERCE & RETAIL

Your target audience is now more willing than ever to engage through omnichannel strategies, thus opening new frontiers in digital CX Management. Inject innovation into your CX imperatives through extended engagement and smart analytics to enrich their micro-moments, win customers and remain relevant.

As consumers brace for uncertainty that stems from the COVID-19 pandemic, preferences are changing faster than ever. But the most significant changes include responsiveness through meaningful customer engagement and a frictionless digital experience that drives hyper-personalization. From conversational commerce to in-messenger transactions, new ways to engage and interact have unlocked resilient sources of revenue.

To focus on those priorities, E-commerce and Retail will need significant investments in reimagining supply chains, building resilient customer contact models, dialing up the CX acquisition and retention engines, and offer a sophisticated experience that integrates the physical brick-and-mortar with the digital.

StarTek's solutions for E-commerce and Retail

StarTek's omnichannel customer engagement solutions are backed by analytics, technology and human communication science that help retail companies increase sales, improve retention, and forge a strong, emotional connection between their customers and brands. We map the customer journey and design and deliver the ideal contactless experience based on true human dialogue.

Our CX solutions provide support for the complete customer lifecycle enabling brands to manage resources more efficiently and reduce costs while improving speed to market and customer loyalty.

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- Consulting Services:**
Design the Ideal Customer Experience
- ▶ Customer experience assessments
 - ▶ Customer journey mapping
 - ▶ CSAT survey design and measurement
 - ▶ Channel optimization and digital transformation

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- Omnichannel Engagement:** Solve Problems Across the Customer Journey and Through Channels of Choice
- **Sales**
 - ▶ Loyalty programs
 - ▶ Cross- and up-selling
 - ▶ Inbound sales
 - ▶ Pre-sales support

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- Customer Service (Customers and Merchants)**
- ▶ General inquiries
 - ▶ Product information
 - ▶ Product availability
 - ▶ Reimbursements
 - ▶ Return and replacements
 - ▶ Customer retention
 - ▶ Escalations
 - ▶ Warranty support

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- Outbound Support**
- ▶ Customer satisfaction survey
 - ▶ Sales promotion management
 - ▶ Telesales
 - ▶ Information provisioning

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- Technical Support**
- ▶ Helpdesk
 - ▶ Access requests
 - ▶ Software and hardware support
 - ▶ Laptop and desktop support
 - ▶ Troubleshooting
 - ▶ Escalations

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- Back Office**
- ▶ Email support
 - ▶ Chat support
 - ▶ Data entry
 - ▶ Account inquiries
 - ▶ Order verification

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- Channels (Inbound and Outbound)**
- ▶ Voice
 - ▶ Email
 - ▶ Chat
 - ▶ Social media
 - ▶ Online community
 - ▶ IVR
 - ▶ Web self-services
 - ▶ Chatbots, messaging

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- Customer Intelligence Analytics:**
Uncover Ideal Insights to Improve the Customer Experience
- ▶ Customer experience analytics
 - ▶ Marketing and branding analytics
 - ▶ Engagement analytics
 - ▶ Innovation and R&D analytics
 - ▶ Dialog diagnostic conversation analytics



Customer Story

Seller-management automation unlocks savings at an e-commerce leader

Challenge: Manual processes in supply chain were adversely affecting cash-flow. Inefficient seller enrolment, inventory management and recording (on account of manual processes) held back \$2-3 million by conservative internal estimates.

Solution: Startek built cross-functional teams to connect and carefully trace the entire inventory management process lifecycle, mapping vulnerabilities at hand. We then deployed a semi-RPA construct with AI-enabled omnichannel engagement platform to ease interactions between teams.

Net Results: Up to 80% savings realised just by optimization of inventory management, while reducing median turn-around time by 70%. Deployed tools auto-generated pending inventory emails, driving follow-ups to avoid missed cases during high-volume periods. Faster inventory reconciliation improved relationship between the e-commerce leader and suppliers.

About Startek

Startek is a global provider of tech-enabled business process management solutions. The company provides omnichannel customer experience, digital transformation, and technology services to some of the finest brands globally. Startek is committed to impacting clients' business outcomes by focusing on enhancing customer experience and digital & AI enablement across all touch points and channels. Startek has more than 40,000 CX experts spread across 46 delivery campuses in 13 countries. The company services over 250 clients across a range of industries such as Banking and Financial Services, Insurance, Technology, Telecom, Healthcare, Travel & Hospitality, Ecommerce, Consumer Goods, Retail, and Energy & Utilities.

To learn more about Startek's global solutions, please visit www.startek.com

4 STARTEK: REASONS WHY

Industry leader in CX

Startek is recognized by IAOP especially for its strategic partnerships in transforming high-ROI engagements. It's also a winner of the 2021 Stevie award for best use of customer insights.

13 Countries, 40,000 CX Experts

Including over 8000 multilingual e-commerce and retail specialists proficient in customer journey mapping, customer experience audits, social media listening and response, customer intelligence analytics, and omnichannel service design, and delivery (across inbound and outbound voice, email, chat, social, online community, IVR, web self-services, and digital channels)

40 E-com & Retail Clients

Including 5 brands on the global Fortune 500 list; one multinational retailer listed at the top spot, and a leading multinational e-commerce technology retailer ranked at #5.

Startek Cloud = Next-Gen Agility

Undisputed leaders in provision of an always-on, campus on cloud platform that enables a work from anywhere agent model, facilitating next-gen continuity in the most volatile operational circumstances like the COVID-19 pandemic.