

# Transforming contact center operations with **tangible business outcomes**

**Large Beauty  
Care Company**



**Digital Case Study Awards 2022**

**Consumer Products**

**North America**



## **Opportunity**

The client is a beauty care company primarily using a direct sales model. Their ability to grow was slowed by legacy systems for sales and contact centers, resulting in a poor customer experience. This friction was contributing to a costly level of agent turnover and hindering their expansion into new markets.

Eventus, a Tech Mahindra company and longtime partner, proactively developed and executed a strategy that included process and technology improvements which improved experience with guaranteed cost savings and enabled growth. The client was particularly drawn by Eventus's IP and domain expertise.

## **Imagining IT Differently**

Eventus evaluated and scored more than 10,000 interactions between agents and consultants to identify interventions that would improve agent productivity, streamline the CRM, and encourage more collaboration between the field consultants and contact center agents.

Eventus also leveraged their IntelligenceHub platform to provide a 360-degree view into the client's customer and consultant interactions, as well as actionable insights and functional reporting. It allowed modelling of 'what-if' scenarios and gave predictions of key KPI outcomes.

## **Future Made Possible**

Eventus helped the client transform their business, significantly improving operations and helping them stay ahead of their competition.

The call center saw better aligned agent schedules to incoming call volumes, and improved agent productivity boosting the call center occupancy from below 70% to 87%. The client achieved their goal of reducing agent attrition by 12% annually, and significantly reduced their expenses.

According to ISG, this case study is an example of how a provider's process solutions and IP can help a client address a roadblock and unlock savings.

