



**OUR DAY ISNT OVER
UNTIL
WE'VE MADE YOURS**

WINGO STARR GROUP

CHRONOLOGY

E - C O M M E R C E

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WSG CRONOLOGY

Industry **E-Commerce**

Geography **Malaysia & Australia**



Solution

- Ensure availability of complete inbound & outbound customer service during working hours
- Developed IVR welcome services & inquiry segment
- Ensured inbound seller services, account inquired, shopping cart & order details
- Facilitated lead generation

Results

- Ease of access & timely & accurate dissemination of information
- Provide intensive training to call centre representative
- Seamless workforce following the custom-made workflow

The Client

Our client is a leading channel in Australia & Malaysia engage in e-commerce. Our client wanted to create a global e-commerce platform wherein consumers could find all the discounts items & vouchers on items they wanted to buy. The aim was to provide customer with great saving, fast & reliable delivery & trusted convenient online shopping experience. They wanted to stand by their commitments & priorities which is full purchase protection, safe & secure payment options

Business Challenges

Our client is a new player in e-commerce back in 2015 with big ambition. They wanted our support in building robust & enrichment of customer service experience. Their aim is to become the number one of e-commerce saving platform in consumer segments in Australia & Malaysia. To put our clients businesses in priority, they key challenge was to build the workflow and hiring the right people with suitable skill sets

Our Solution

We crafted & customized our workflow to hit the clients objectives. Given with the fast pace of digital era, we lean down the process & equipped our connected team with our best practice.

The customize solutions as follows;



Top-Notch Training Module

Develop & provides a library knowledge in our portal to ease our connected team. Equip our connected team in an environment where our trainers introduced new members to their roles, specified training, monthly skills enhancement & 1 to 1 approach

Workflow Perfections

- IVR design to divert specific inquiries to the right resolutions
- Initiating Live Chat Bot to increase the productivity
- Facilitating Spike Live Calls
- Initiating voicemail facilities after operation hours

12 X 7 Call Centre

Wingo Starr Group served as the first point of contact for customer facing account inquiries, shopping cart issues, shipping & order details.

We create data analysis & plan that helped to cater high call volumes triggered during any promotional launching.

We create a capable connected team to create ticketing to our external delivery teams

A provision for 10 additional connected team members were made for available for any assistance when necessary

Onboarding Solutions

- Launching on boarding process to facilitate new account holders
- Sourcing & registering new merchant to sell their products in Australia & Malaysia

WSG CRONOLOGY

Industry

Energy & Utilities

Geography

Malaysia



WSG Services

- Responsible for service commitments & daily operations that the organization provides for its customers
- Customer & Business Call Centre Services, including key account & connect team with a 12 hours 7 days call centre for account inquiries, shopping carts, shipping & order details
- Ticketing & Resolutions Services coordinating with the delivery contractors

Key Result & Benefits

- Custom-build & specific process flow which apply rule & guideline were set for the call centre representatives to achieve seamless customer service journey
- High conversion & growth in E-Commerce business
- Enhance seller experience across every channel and touch point
- Maximize the productivity and improve agent efficiency
- Reducing operating cost by optimizing efficiency of people & system

The Improved Outcome

- They became one the top notch e-commerce company with millions of transactions per month

