



Redefining Customer Support: Achieving 87% CSAT and Cutting Costs by 18%

About the Client

A leading online marketplace known for offering rare and exquisite furniture, art, fashion, and jewellery from top dealers across the globe. The brand is celebrated for its premium products and curated experiences tailored to a discerning, global clientele.

Challenge

The platform was grappling with several operational challenges that were straining internal resources and impacting its high-end brand experience:

- **High Operational Costs:**

A 20% year-over-year increase driven by inefficient staffing models, reactive hiring during peak periods, and rising training costs due to frequent agent turnover.

- **Slow First Response:**

The client's average first response time was 35.3 hours nearly nine times higher than their internal benchmark of 4 hours leading to poor first impressions and rising customer churn.

- **Poor Resolution Time:**

An average resolution time of 10.1 days, more than double the client's benchmark of 5 days, resulting in repeated follow-ups and eroded trust resulted negatively impacting the overall service experience and customer loyalty.

- **Stagnant CSAT:**

Customer Satisfaction Scores remained flat at 75% due to delayed responses, inconsistent resolution times, and dissatisfaction with rigid refund and buyer protection policies.

A modern office interior with large windows and a wooden wall. Two people are sitting at a long wooden table, looking at a laptop. The scene is brightly lit, suggesting a sunny day. The overall atmosphere is professional and collaborative.

Executive Summary

A premium global marketplace for art, fashion, and collectibles was falling short on customer experience, response delays averaged 35.3 hours, resolution took over 10 days, and CSAT stagnated at 75%, undermining its luxury brand promise.

Lumina Datamatics transformed the support function into a customer-first model through 24/7 coverage, intelligent query routing, automation, and extensive agent training. This overhaul reduced first response time to 4 hours, halved resolution time, and boosted CSAT to 87%. The result was a faster, more reliable, and brand-aligned service experience that enhanced trust, loyalty, and operational efficiency without compromising quality.

Objective

The primary goal was to transform the client's email customer support vertical into a more agile, efficient, and customer-centric function. This included reducing operational costs, improving first response and resolution times, and enhancing overall customer satisfaction. The client also sought to scale its support operations while maintaining high service quality and better aligning with the brand's premium positioning.

Solution

To address these challenges, a comprehensive transformation plan was implemented:

- **Managed Support Services:**

The client transitioned their customer service operations to the Lumina Datamatics team, enabling 24/7 coverage, operational flexibility, and immediate cost control through a scalable support model.

- **Automation & AI Integration:**

Deployed automation tools, including email bots, to handle frequently asked questions (FAQs) and routine inquiries, freeing up agents to focus on more complex issues.

- **Dynamic Scheduling:**

Introduced a flexible scheduling model that ensured round-the-clock coverage. Implemented intelligent routing by replacing the single email queue system with a query-type-based queuing structure. An agent priority hierarchy was also established based on individual skill sets, ensuring that the most qualified agents handled complex queries. These changes significantly improved agent availability, accelerated response times, and enhanced overall efficiency.

- **Training Programs:**

Focused on "one-and-done" resolutions while enhancing soft skills and product knowledge to improve service quality and customer satisfaction.

- **Priority-Based Routing:**

Critical and time-sensitive emails were frequently missed during interdepartmental transfers. A priority-based routing system was implemented, evaluating emails based on parameters such as ticket open time, number of interactions, issue type, and escalation score. A dedicated queue was created for high-priority emails, allowing direct routing to appropriate teams for immediate attention. This approach significantly improved the resolution of urgent issues and overall service experience.

- **Reduced Internal Handoffs:**

Assigned specific agents to cases, accelerating resolutions and improving accountability.



Results

- **Customer Satisfaction (CSAT)** rose from 75% to 87%, exceeding industry standards and reflecting a significantly improved customer experience.
- **First Response Time** improved by 4X, reducing from 35.3 hours to just 4 hours enhancing responsiveness and customer confidence.
- **Resolution Time** was cut by 50%, meeting the client's internal benchmark of 5 days and reducing repeated follow-ups.
- **Quality Assurance Scores** consistently exceeded 85%, peaking at an impressive 95.41%, showcasing service excellence.
- **Email Support** Costs dropped by 18% within six months, delivering clear cost-efficiency gains.
- **Scalability** improved as the team managed 30% more queries during peak periods without service delays or quality compromise.
- **Strategic Process Enhancements** included the deployment of a transparent agent performance dashboard, implementation of QA audits and real-time coaching, and completion of a targeted 5-day Training Needs Analysis (TNA) to bridge communication skill gaps
- **Policy-Level Improvements** were also realized, as data-driven insights led to refined refund and buyer protection programs, enhancing customer trust and loyalty



The Lumina Datamatics Advantage

At Lumina Datamatics, we view Workforce Management (WFM) as a strategic catalyst for scalable, cost-efficient growth. Our solution goes beyond basic scheduling by integrating advanced forecasting, demand analytics, and dynamic staffing to align workforce capacity with real-time business needs.

By enhancing forecast granularity and operational visibility, we help reduce overstaffing, boost service levels, and elevate customer satisfaction. Focused on precision, adaptability, and measurable outcomes, our approach transforms workforce operations into a high-performance, future-ready service model.

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Schedule a Consultation with us Today

About Us:

Globally, 9 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 6500 professionals across Germany, India, Philippines, UK and United States. Our clients have reduced time-to-market, optimized business processes, operational efficiencies, and improved competitiveness.