Customer Care

Customer Care Services

Transform Customer Service into Customer Loyalty

We know customers. They don't like to wait or be disappointed. And they expect exceptional service across all interaction channels. That's why you need a customer care partner that acts as a true extension of your brand—one that provides a continuous and memorable customer experience at every touchpoint. Our customer service agents are 100% commerce-focused, and have the training and expertise to provide customers with the type of omnichannel experiences they're seeking. Coupled with our industry-leading tools and technology, customers recognize the quality of our agents, as well as Radial's innovative investments that help drive a personal and differentiated brand experience that today's customers demand. As experts in this space, the world's favorite brands appreciate how we take care of their customers—and you will, too.

Features

- Globally scalable languages, technology and tools
- Inbound, outbound and revenue-enhancing services
- Phone, email, chat, text and social media support
- Actionable business intelligence analysis and reporting
- 24/7 customer service operations
- Flexible on-demand staffing and customized service levels
- Learning management systems for training
- Continuous improvement programs
- Agent recruiting, hiring and training
- Quality monitoring and assurance
- Community and knowledge base support
- Standard and mobile-optimized visual IVR

Benefits

- Our 15+ years of eCommerce experience yields insights about today's customers
- Our interactions drive proven customer satisfaction
- We build loyalty with every call, chat, email and text
- Our agents become your best brand advocates
- We provide great customer service—and you get the credit
- Our clients' satisfaction scores are among the highest in the industry

Stats

12M
contacts handled

75+
retailers and brands

2.1M
total contacts handled during peak

4,000
service seats across US, Canada, and the UK

Momentum Stories and Innovation:

Visualize This…

Interactive voice response (IVR) technology has been around since the 1970s. In many regards, the core functions of IVR in a call center remain the same: automate processes, provide self-service capabilities, and help address simple consumer scenarios that don't require assistance from a costly agent. However, although a highly popular cost-savings driver for call centers, IVR is not typically known for providing great consumer experiences.

Recognizing the business value that IVR offers, but the forgettable consumer experience that it typically provides, Radial set out to radically change the IVR consumer experience. Based on industry analysis, consumers now demand more than ever new self-service channels and speed. In addition, 40-60% of call center volume originates from a smartphone device. By combining these key market trends and data points, Radial decided to launch a new visual IVR experience for smartphone users. Visual IVR provides a menu of IVR functions directly on the smartphone screen, allowing consumers to quickly get to order and credit status details, including tracking information, without having to press a single digit on their phone. In beta testing, the typical time to get to key order and tracking information was reduced by 54% and containment rate improved by 15%, significantly reducing the cost of an IVR interaction while greatly improving consumer satisfaction levels.

Be Smart, Save Millions:

A leading brewer system and coffee company in North America uses Radial to provide consumers with various choices in systems and gourmet beverages. The company had a rapidly growing customer base and a growing product line, and had outgrown its in-house customer service. The company needed a partner that could provide scale and expertise to not only deliver an excellent consumer experience, but also optimize processes for more efficiency.

By developing intelligent customer care using robust analytics and business intelligence technology, Radial succeeded in:

- Redesigning process call flows for efficiency
- Dramatically improving overall efficiency and the customer experience
- Creating a 17 percent average AHT reduction

Over a period of 21 months, Radial was able to save this rapidly growing, mid-size retailer over $2.4M in customer care operational costs.

Penmanship Is Not a Lost Art:

Each day, consumers get barraged by dozens of generic emails and texts, containing promotional offers and other types of notifications from retailers. In a digitally-driven world, nothing seems personal anymore, and brands risk degrading themselves by overdoing it. It has become common nature for consumers to delete or oftentimes unsubscribe to notifications given the increasing volume and frequency. Considered to be the lowest cost marketing channel, digital delivery also has an extremely low conversion rate. (As low as 2% for some retailers.)

Given these trends and statistics, Radial saw an opportunity to deploy an alternative to help clients boost conversion rates utilizing a meaningful and differentiating brand experience. By using advanced CRM technology and digitized handwriting software, Radial is capable of sending highly personalized, branded cardstock printed with promotional offers to your most loyal customers. Direct mail response rates average 17%, with over 67% of consumers citing that digital handwriting creates a truly unique and memorable brand experience.

It's Almost There:

WIZMO is one of the most common and costly interactions in a retailer's contact center. On average, 15-20% of total interaction volume is related to order inquiry in some way. Based on analysis done across Radial's client base of top retail brands, it was determined that 3 out of the 10 top CRM disposition types included "where is my package?", "what is my tracking number?", and "when will it arrive?". To combat the costly and low-value nature of these inquiries, mobile consumers will soon have the ability to receive text notifications when their order ships, when it's out for delivery, and when it was delivered. This is another example of how Radial's market leading roadmap demonstrates the ability to reduce operational costs while providing an optimal consumer experience.