

Case Study: Harrod Horticultural



OpenContact were chosen by Harrod Horticultural to provide a quality contact centre service capable of capturing high volumes of overflow and out of hour calls, in order to increase sales and improve the Harrod Horticultural customer experience.

Industry sector

eCommerce
B2C Retail

Client Objectives

To answer as many customer calls as possible with the intention of increasing sales, in the context of seasonal variances in call volumes.

Harrod Horticultural

Harrod Horticultural is an online retailer of quality garden supplies, with over 4000 products in their range and more than 60 years of UK manufacturing experience.

In addition to their extensive product range, Harrod Horticultural offer 'made to measure' and 'bespoke design' services to customers who are looking for uniquely designed products. The Harrod name is synonymous with quality; their reputation for sophistication and expertise is crucial to their brand and a vital component of their success.

The Challenge

Harrod Horticultural's in-house team were getting overwhelmed with the number of orders they were taking by phone, particularly between the months of February and June, which constitutes their peak trading season. Every year they recruited additional seasonal staff, which incurred additional training and overhead costs.

Harrod needed a partner who could provide assistance with these high call volumes, along with a flexible charging structure. As a company that relies on its reputation for quality, they also needed experienced customer service agents who were capable of advising their callers in a confident yet friendly manner.

The Result

From the very beginning, OpenContact's assistance increased the number of calls that Harrod Horticultural were able to receive, resulting in **increased sales** and a **higher quality customer service operation**. Harrod Horticultural's in-house team are now more focused and more compact – they no longer need to employ additional seasonal staff, and this has reduced overhead expenses and freed up management time.

The Solution

In 2011, Harrod Horticultural partnered with OpenContact, who provided customer contact support to compliment Harrod's in-house team.

All OpenContact agents are trained on Harrod Horticultural's key best sellers and utilise the Harrod website in order to optimise their upsell opportunities with all other products.

OpenContact are responsible for every one of Harrod Horticultural's overflow and out of hours calls, all year round.

During peak season, OpenContact take around **90% of Harrod Horticultural's orderline calls**. As a result, Harrod's in-house team are able to focus upon more complex customer service calls.

In 2014, OpenContact also began to take simple process-orientated customer service calls for Harrod Horticultural – this has resulted in an **83% reduction in dropped customer service calls** in comparison to 2013.

OpenContact have provided Harrod Horticultural with an excellent service over the past 3 years, hence why they have been entrusted with further responsibilities.