



CASE STUDY

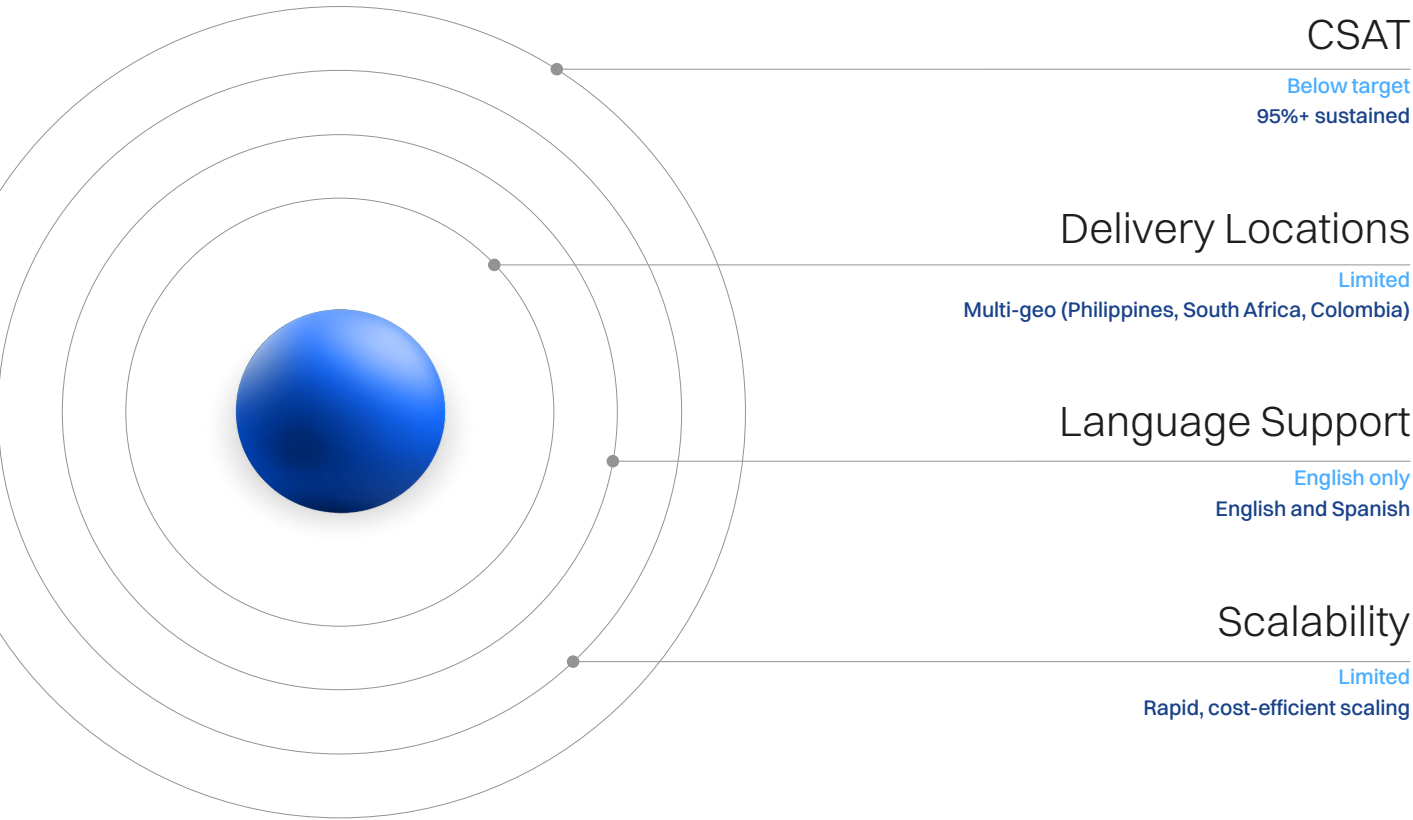
Delivering 95%+ CSAT for a Leading Retail and E-commerce Brand Through Operational and CX Transformation

Executive Summary

For a US-based online retailer, increasing demand made it difficult for customer service operations to keep pace. It impacted their cost and customer experience amid rapid growth and hiring challenges.

The firm partnered with Atain to improve operations, expand global teams, and drive performance, enabling efficient scaling and delivering consistent, assured outcomes.

Scale and Growth Metrics



■ Performance Metric ■ Initial State ■ Current State



Business Challenges

Process Fragmentation

Fragmented processes causing delays and inconsistent service

High Effort

High handling time and frequent call transfers

Cost Pressure

Rising costs without matching productivity gains

Limited Scalability

Limited ability to scale during peak demand

Operational Risk

Lack of backup locations increasing operational risk

Solution: Orchestrated Operations Model

Atain simplified and standardized workflows while building a scalable, global delivery model. Teams, processes, and performance tracking were aligned into one system to improve consistency, speed, and control.

This helped reduce inefficiencies, improve team productivity, and create a setup that could scale quickly as demand increased.

Key Transformation Levers

- 01 Standardized processes to reduce variation and improve consistency
- 02 Optimized workforce planning and performance tracking
- 03 Rapid setup of global delivery centers across multiple locations
- 04 Use of analytics to improve performance and decision-making
- 05 Expansion of capabilities to support IT operations and AWS development



Business Outcomes

Faster Resolution

Faster response and resolution for customer queries

Consistent Experience

More consistent customer interactions across channels

Higher Productivity

Improved team productivity and better workload balance

Rapid Scaling

Ability to scale operations quickly across regions and languages

Measured Impact

116%

increase in productive hours improving efficiency

95%+

CSAT sustained with ~60% improvement year over year

96%

SLA adherence achieved across operations

Reduced AHT

and transfers leading to faster resolution

Improving Service Where It Matters Most

Atain helped the retail firm move from inconsistent, hard-to-scale operations to a stable and efficient model. By simplifying processes and building a global delivery setup, the business was able to grow without compromising on customer experience.

The result was a system that delivers consistent performance, better efficiency, and assured outcomes at scale.

ATAIN

Atain is an enterprise orchestration partner that brings people, processes, and platforms into sync with AI to redefine the future of work. By orchestrating expertise, Atain accelerates velocity to eliminate variability and deliver assured outcomes.

For more information, visit www.atain.com | mktg@atain.com