

CASE STUDY

Industry: E-COMMERCE

COMPANY DESCRIPTION



Erin Condren (www.erincondren.com) is a woman-owned e-commerce art company headquartered in Hawthorne, California. Erin began making note cards for friends, as birthday gifts, new baby announcements and hostess gifts while working as a stay-at-home mom of two. Her friend encouraged her to sell her designs at a "shopping party" at her home in June 2004, and the rest is history. Since then, Erin Condren has evolved from just note cards and stickers to customizable, stylized organizers, TakeNote™ notebooks, to LifePlanners™, which has more than a million users, and so much more, all shipped from two state-of-the-art printing facilities in Los Angeles and Austin. The brand recently opened up its flagship store in Austin, Texas, and is now being sold at big box retailer Staples. Erin Condren took a chance in the digital age and now has built a paper products empire. STAFFVIRTUAL has been with her every step of the way.

BUSINESS CHALLENGE

Erin Condren was a runaway success from the very beginning, doubling in size every year. To support this exponential growth in customers, Erin needed to build a dedicated customer support team to answer customer inquiries, online orders, purchase clarifications, follow-ups, troubleshooting, or post-sales concerns. Having a dedicated team in the Philippines has been priceless. Hiring in Southern California is extremely costly. In addition, employee attribution is extremely high for these types of roles in the United States. Erin also has a challenge with seasonal fluctuations in demand, one for the Holidays, and the annual for her launch of her the most popular product, the LifePlanners™.

OUR SOLUTION

STAFFVIRTUAL built out a world-class customer support solution for Erin Condren to handle customer tickets across multiple channels. We started small, with just one agent answering inbound calls. We then began to take her email tickets, and then live chat tickets. At the peak, we had over 60 full-time employees dedicated to this account. We also ramp up the size of her team twice a year to handle seasonal fluctuations in demand.

CONCLUSION

Erin Condren has successfully outsourced their live chat and email handling to STAFFVIRTUAL, who operates 24/7 to answer customer inquiries with military-grade precision. Instead of using AI or some silly chat bot, we have used real humans, and provided Erin Condren's customers a better customer experience. Erin Condren has enjoyed an end-to-end live chat and email support outsourcing solution. We also have helped her address her seasonal fluctuations in demand. We remain 100% committed than ever to helping her become more scalable, efficient and profitable, and proud to have contributed to her enormous success. We are passionate about providing Erin Condren's loyal customers amazing experiences, and because our office never closes, we can interact with her customers 24/7/365. The partnership continues to grow and evolve to this day.