



## CASE STUDY



We are very happy with our Sutherland relationship and results. In fact, Sutherland is the high standard to which we compare our other relationships.

CEO

### About the Client

A leading pet specialty retailer that focuses on nurturing powerful relationships between people and pets.

### Client Challenge

Prior to working with Sutherland, our client was suffering from an F rating with the Better Business Bureau (BBB) and a large volume of customer complaints. In addition, they were experiencing low sales volumes and average order value declines in their ecommerce channel. They needed a partner that could help them effectively scale their customer care operations and improve the customer experience.



Retail | Integrated BPM | Customer Management |  
IT Help Desk | Social Media | Back Office Administrative

## The Sutherland Transformation

To turn the tide on customer dissatisfaction, Sutherland deployed a dedicated team to deal with immediate issues as well as identify and resolve root causes. Working via chat, email or phone, the team was also highly trained on product offerings, sales conversion and upsell opportunities, enabling them to both help customers and increase the average order value. Based on Sutherland's ability to deliver a better customer experience, our partnership has grown to support every part of their customer service and behind the scenes operations.

## Partnership Results

### BBB Rating

From  
**F** to **B+**

### Customer Satisfaction

80%



Goal

88%



Actual

### Incremental Sales

25%



Average Order Value



As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers, across all industries, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs over 38,000 professionals spanning 19 countries around the world.

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com) or call 1-800-388-4557 ext. 6123.

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