

WHITTARD OF CHELSEA – CASE STUDY

OVERVIEW

Whittard of Chelsea (www.whittard.co.uk) is a world renowned supplier of premium teas and coffees - and they are extremely passionate about their products. Established in Fleet Street in 1886, the company now has 120 stores across the UK and enjoys a strong brand with a very loyal – and international – following.

THE CHALLENGE

PPT Solutions was brought in at short notice to provide temporary Customer Service during the period between the relocation of the in-house Customer Service Team from London to Northampton.

Of major concern to the Client, since they had never outsourced any part of their operation before, was any potential impact on their brand; the decision to outsource the job of those who speak directly to their clients was not taken lightly.

Secondly, there is much more to tea & coffee production than meets the eye! Staff must be extremely knowledgeable about all aspects of production, in order to provide recommendations to customers, and be conversant with all the back-office procedures (shipping etc) and ancillary products, such as coffee machines etc. Questions normally asked of Customer Service are incredibly varied.

SOLUTION

Because of the specific urgency of the requirement, PPT responded even more swiftly than usual to the challenge; set-up was speedy and efficient.

A small 'core' Team attended a very condensed training course at Northampton, to provide the staff with the product knowledge, routines and contacts they would require in order to fill the shoes of a very established Team.

Back at PPT, the training was cascaded to more Agents, in order to provide a good deal of back up, so ensuring no abandoned calls or missed sales opportunities.

Importantly, procedures were developed to handle the huge volumes of enquiries arriving by e-mail, from all over the world – some in foreign languages!

In record time, and to the delight of the client, the Team was able to deal fluently with the wide and varied enquiries from these very loyal but discerning customers.

BENEFITS

According to Heidi Thompson, Home Shopping Manager:

“PPT delivered a seamless service very quickly. They took good care of our brand and delivered real value for money: we were all extremely impressed with the consistently high quality of customer service. Now they are trained in our products and services, we will also look to retain them for overflow during the busy Christmas period, to ensure we maximize on this trading period, which is so critical to our business objectives”