



Thriving, not just surviving:

Achieving high customer satisfaction during peak seasons

Skroutz Customer Care

February 2024

skroutz



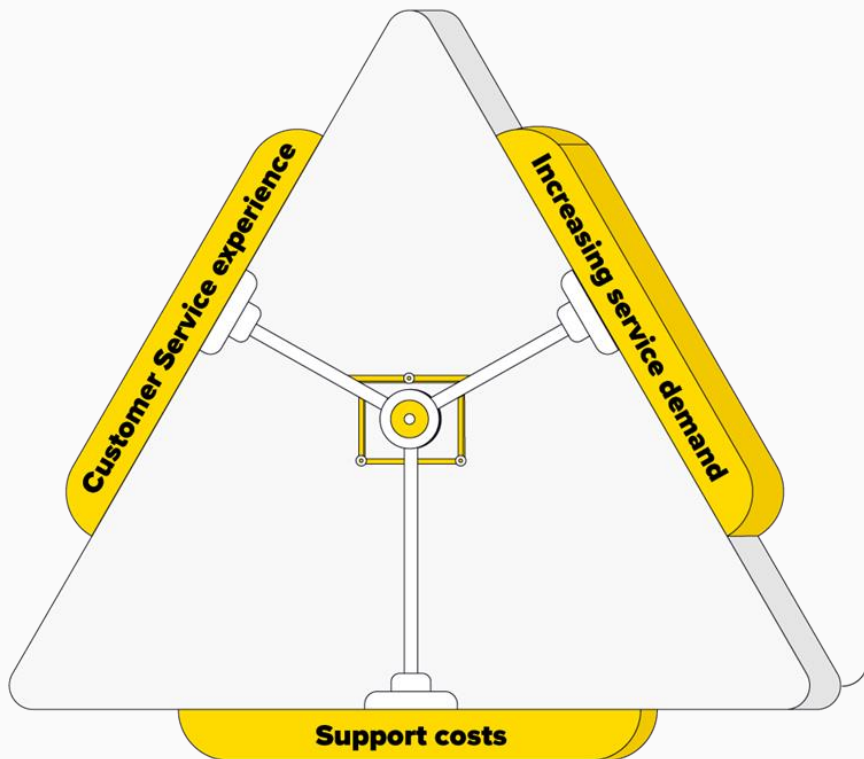
01

**The Ultimate
Challenge**



The Ultimate Challenge

Scaling service during hyper growth



Build superior Customer Care

Goal

Constantly improve Skrutz Customer Service experience

Reality

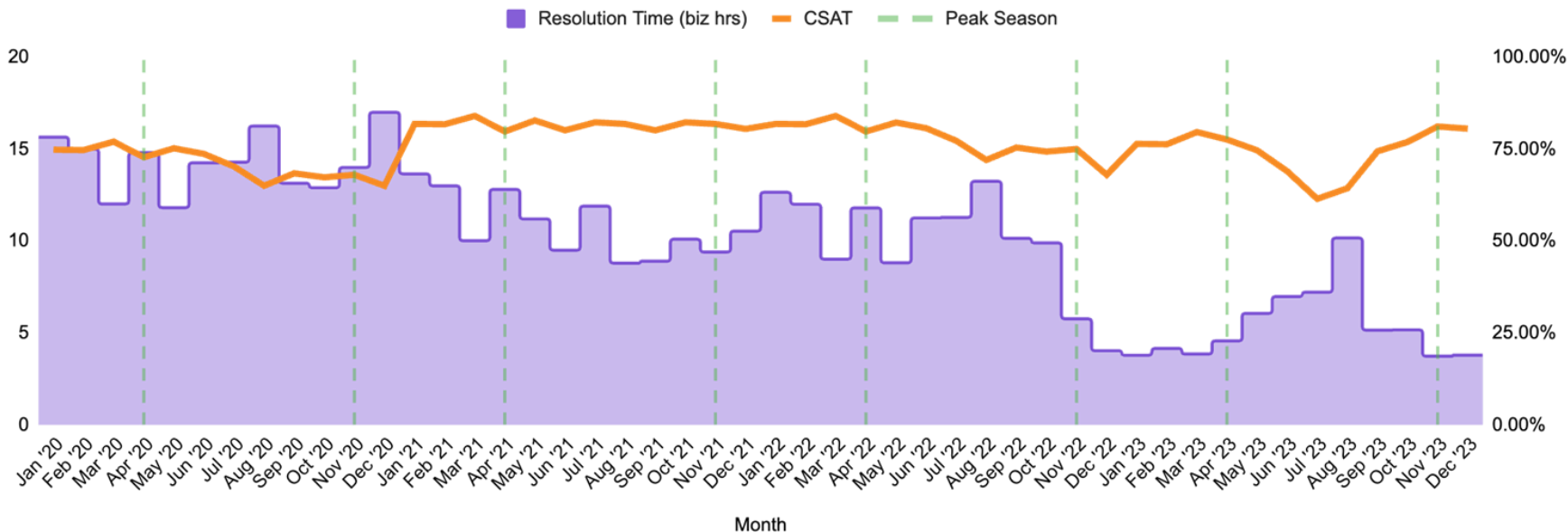
While managing 3x demand

Constraint

And keeping the costs reasonable

Scaling customer care in hyper growth

Service experience evolution



Resolution time vs CSAT since 2020

Service during peak seasons

Unsolved challenge



Easter



Summer vacations



Black Friday & Christmas

>70% ↑
in service demand

>40% ↑
contact rates due to high
traffic and customer urgency

Challenges

- Agile resourcing (size up and size down)
- Maintaining Service Levels
- Customer Service Quality
- Cost efficiency

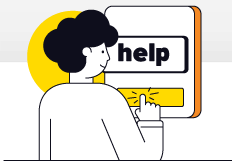
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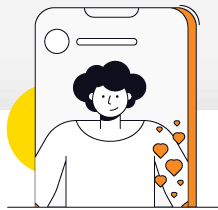
Challenging Status Quo

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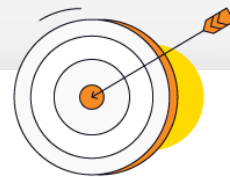
Main goals



**Deliver better service
experience compared to
previous high seasons**



**Deliver better service
experience compared
to low seasons**



**Keep balance between
experience and budgets**

Challenging Status Quo

Objectives & Key Results

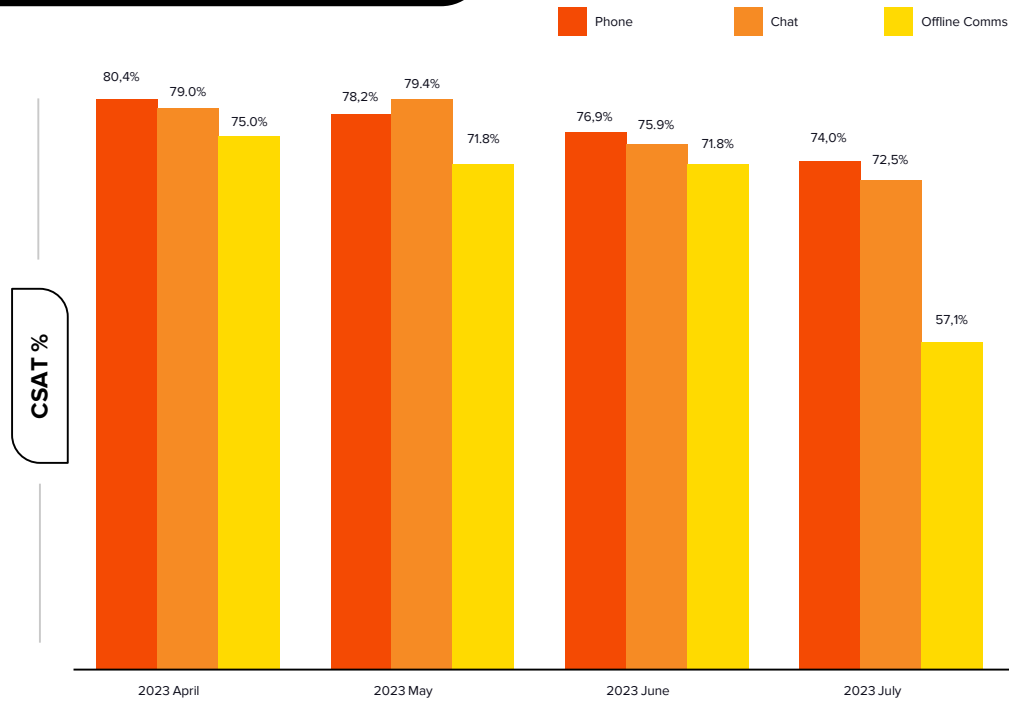
Objective: Offer a superior and accessible support experience

KR1: Increase end to end live channel resolution from **15%** to **50%** during November and December

KR2: Achieve average CSAT **>80%** during November and December (vs **72%** '23 avg)

KR3: Limit CPO increase to **<25%** (vs **40%** projected)

csat correlation vs channel mix



Breaking down the OKRs

Initiatives

Deliver Superior Service

Achieve High CSAT

Increase and maintain live channels

Find resources

Streamline entry points

Manage inflow real time

Increase service quality

Invest in outsource quality

Run consistent QA

Promote service values

Stay efficient

Decrease contact rates

Proactive messages

Chatbot and automation

Fine tune channel mix

Increase performance

Productivity

BPO pricing

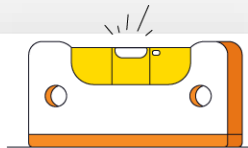
Breaking down the OKRs

Cascading Key Results



Live Channels

- SLAs per team / channel
- CSAT per channel



Team Quality

- Team avg and individual CSAT
- CSAT per contact reason, channel and user tier
- IQS
- Calibration %



Contact Rates

- Contact rates per contact reason
- % chatbot containment
- % of automation
- % duplicate tickets
- Channel mix % by user tier, satisfaction, contact reason

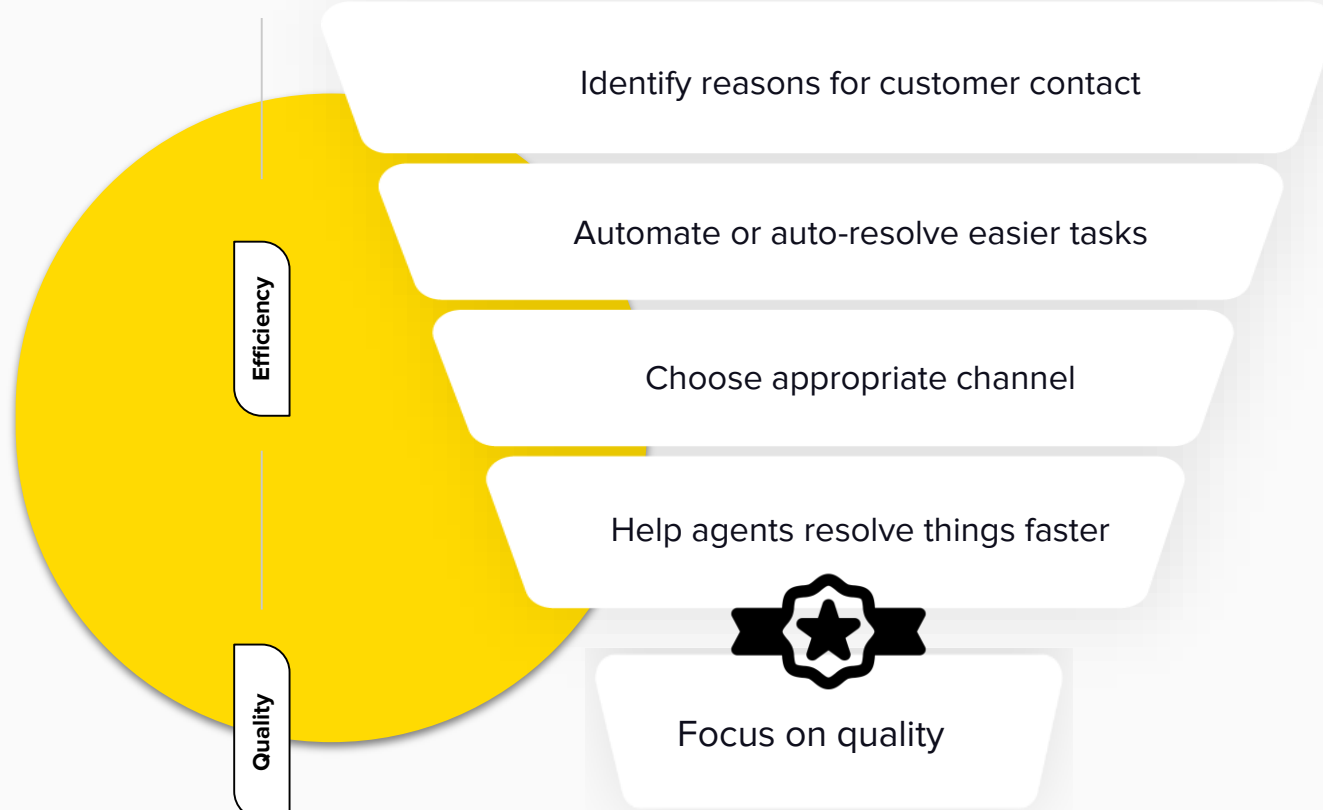


Team performance

- Tickets agent/day
- Utilization %
- Escalation %

Staying Efficient while increasing service quality

Customer Service Funnel





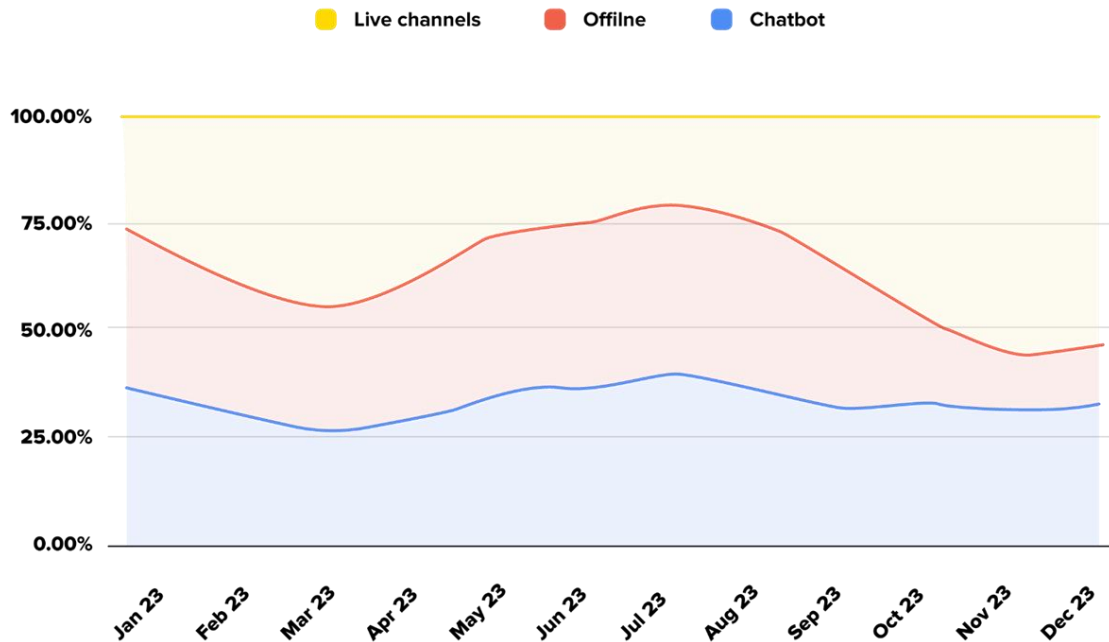
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The outcome



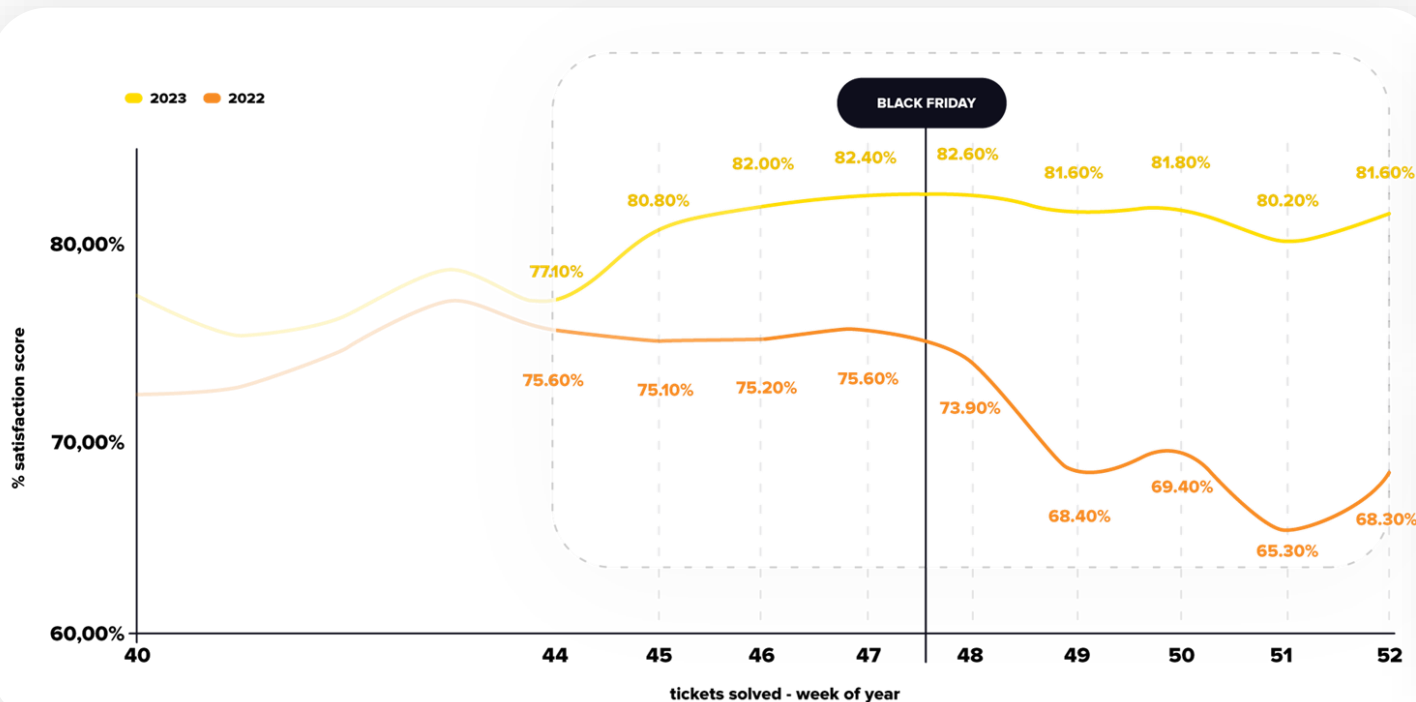
Q4 '23 Peak Season Recap

Channel mix 2023 evolution



Q4 '23 Peak Season Recap

Service experience



Service demand
'24 vs '23

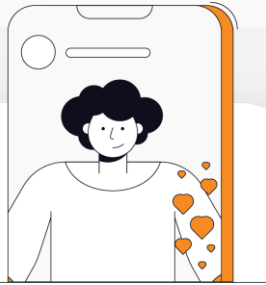
↑80.7%

Service satisfaction
'24 vs '23

↑20%

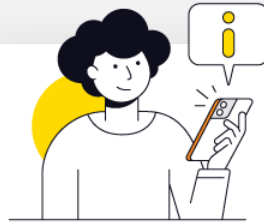
Q4 '23 Peak Season Recap

OKR targets



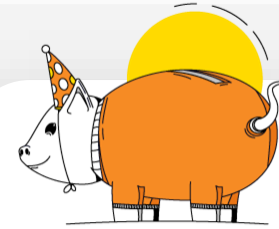
CSAT

81%



Live resolution

54%



Cost increase

20%

Vs 40% projected

thank <
you

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