

Customer Case Study

About Client Introduction:

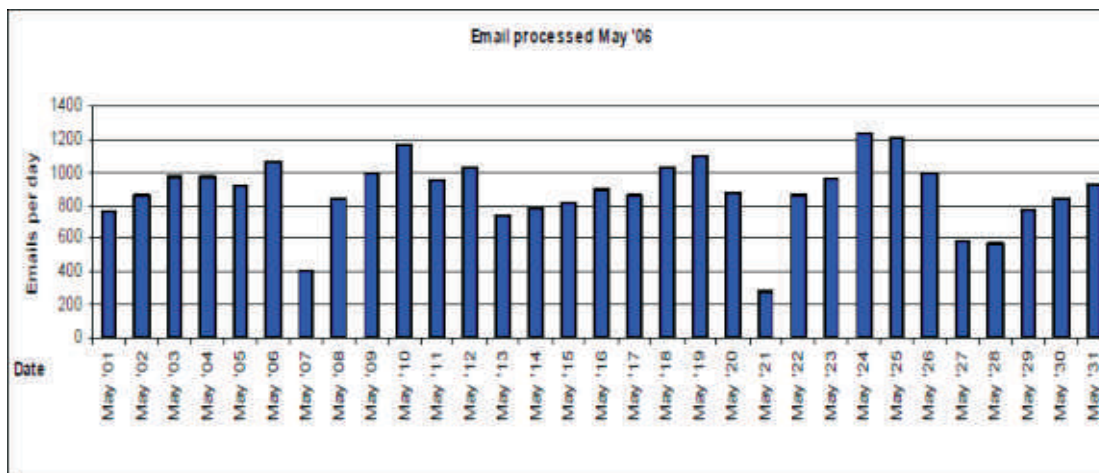
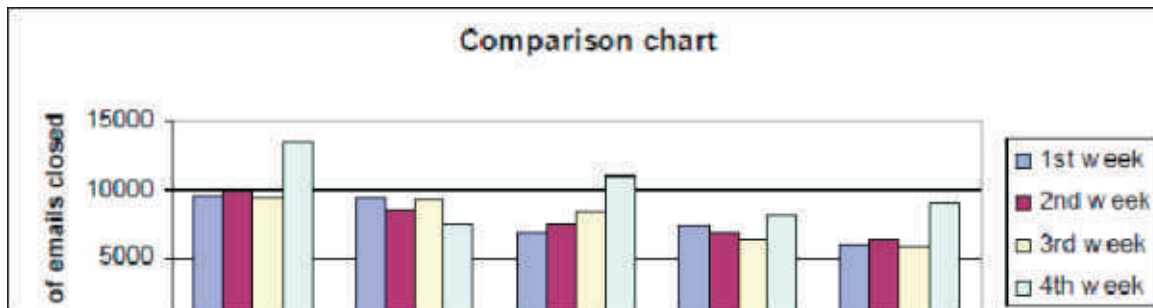
California based Art and Posters selling online retailer helps customers worldwide decorate their homes, dorm rooms, apartments, and offices. Company's value-added services, including framing and mounting, provide customers with the option to enhance the appearance of their poster or art print.

Challenge:

The prime challenge was to provide 24/7 efficient customer support ensuring customer acquisition and customer retention. This required handling large volumes of customer queries and providing effective and apt solutions within stipulated time.

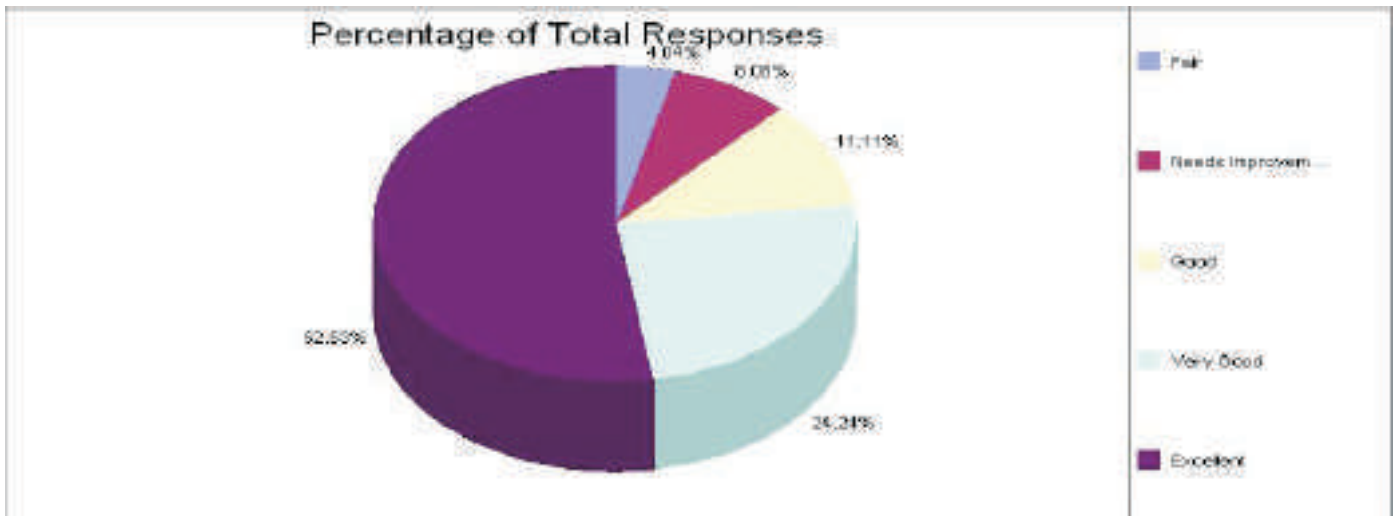
Metrics:

Email Processed				
Month	1st week	2nd week	3rd week	4th week
Jan	9519	9960	9348	13454
Feb	9419	8616	9182	7527
Mar	6713	7568	8316	11003
Apr	7376	6790	6417	8082
May	5946	6489	5862	8967



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Satisfaction with our service		
Value	Count	Percentage of Total Responses
Excellent	787	52%
Very Good	366	24%
Good	171	11%
Fair	64	4%
Needs Improvement	128	8%
Total Responses	1506	



For additional information or to discuss an opportunity with us, please email us to info@decatrend.com

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