



Retailer Sees 110% Growth in Social Reach

The Challenges

- 500% growth in social media interactions
- Demand surge overwhelmed marketing team
- Needed scalable omnichannel care

The Solutions

- Expanded monitoring hours
- Created response protocols and escalation plans
- Specialized agent training
- Integrated case management and social dashboard

The Results

- 84% cost reduction
- 110% increase in social media coverage
- Improved customer engagement and satisfaction
- Allowed internal team to focus on strategic initiatives
- Expanded ROI's responsibilities to other support areas

Leading the Fashion Footwear Market with Responsive Customer Experience Strategies

This company is a leader in family and fashion footwear. With more than 500 stores across the US and a growing online presence, the shoe retailer is committed to delivering an outstanding customer experience. As the company expanded, ensuring consistent and responsive customer care across all channels became crucial to maintaining their service-focused reputation.

Scaling Customer Care Amid 500% Social Media Growth and Increasing Interactions

As social media became central to customer engagement, the company faced challenges integrating customer care across traditional and digital channels. Their Facebook fan base grew by over 500% in just two years, overwhelming the marketing team, which was already handling content creation and implementation. Managing social media monitoring and responses alongside these duties became increasingly difficult.

This rapid growth in social media engagement underscored the need for a more organized approach to ensure timely and consistent responses. The company realized they needed a scalable solution to support their expanding customer base without compromising service quality.

Maximizing Social Media Care with Expanded Coverage, Protocols, Training, and Tech

The company had previously partnered with **ROI CX Solutions** to manage their customer support operations. Impressed by ROI's stellar performance, the retailer decided to expand ROI's responsibilities to include social



About ROI CX Solutions

Established in 2008, ROI CX Solutions has always been committed to delivering client-centric solutions, even amidst economic challenges. The efforts of ROI CX Solutions have generated over \$22 billion in revenue for their partners. Offering services in 29 languages, their dedication to excellence has been recognized in the 2022 Inc. 5000 list.

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media management. With their proven expertise, ROI was the natural choice to manage the company's expanding social media requirements.

Over a four-week period, ROI created a custom strategy to meet the business' specific social media engagement challenges with expertise.

- **Extended Coverage:** Expanded monitoring hours to include weekends and holidays.
- **Response Protocols:** Developed detailed response protocols and escalation decision trees.
- **Agent Training:** Provided specialized training for agents on the brand's voice and values.
- **Technology Integration:** Integrated case management software with a social media management dashboard.

These measures kept social media responses prompt without overloading their internal team and resources.

Cutting Costs by 84% While Expanding Social Media Coverage by 110%

The partnership with ROI CX Solutions led to substantial cost savings and improved service capabilities for the shoe business. By outsourcing social media monitoring, the company reduced costs by 84% while increasing coverage by 110%. This allowed teams to maintain responsiveness, even during weekends and holidays, ensuring customers were always attended to.

Customer engagement significantly improved, with positive feedback reflecting the brand's heightened attentiveness on social media. The ability to quickly address inquiries and concerns enhanced customer relationships and bolstered the overall customer experience.

The shoe retailer valued their partnership with ROI, as it enabled their team to focus on strategic initiatives while trusting that customer interactions were managed effectively. The successful integration of social media monitoring into their operations exceeded expectations, making ROI CX Solutions a key partner in their ongoing commitment to customer satisfaction.

Could **ROI CX Solutions** be the solution you need?
Let's chat!

84% Reduction in Costs

110% Increase In Coverage Hours

Freed Up Internal Team to Focus on Strategic Initiatives

Specialized Training for Agents

Integrated Case Management Software with Social Media

Expanded ROI's Support Services to Social Media



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