

Massive 3-Day Launch in US Market Triggers Huge Support Demands for Robotic Vacuum Company

“Absurd Email Response Time” Down to 15 Minutes
or Less, Customer Satisfaction Holds Steady at 93%

enshored.com | 800-677-1086

ENSHORED

CLIENT

Robotic vacuum company

INDUSTRY

Technology, home appliance

TRANSFORMATION

- 15-minute or less response time for 90% of emails during business hours
- Increased daily volume of emails and calls: from 5 to 150
- 24/7 support team operating hours
- 93% customer satisfaction
- Product returns down by 35%
- App star rating increase from 2.1 to 3.6 stars

The Challenge

As the No. 1 robotic vacuum company in China, Ecovacs Robotics was gearing up for explosive growth in the US market in 2017. The company was planning its U.S. launch on Amazon Prime Day, a global sale known for record-breaking sales surpassing Black Friday and Cyber Monday. Ecovacs expected to sell tens of thousands of robots in just a few days—an unprecedented volume for its two-person customer support team.

Ecovacs faced an intense time crunch to add team members who knew the product, could troubleshoot problems, and communicated well with American customers. Brian Scully, Ecovacs Robotics Head of Customer Experience in the Americas, was put in charge of scaling the customer support team.

“Literally, I had a week and a half to pull the trigger on the operation,” he said. “It was frantic.”

Customer Support Needs: Too Big for In-House Team, Too Small for Most Call Centers

Scully envisioned a small-but-nimble call center initially with five team members. As he began searching, he discovered that most of the call centers abroad targeted companies like banks and travel agencies. Those businesses needed exponentially bigger teams.

“Most of these call centers would say, ‘Hey, come back when you need 50 people,’” Scully recalls. Some call centers were charging \$10,000 in startup fees alone.

After a large call center recommended Enshored because of its flexibility, Enshored’s approach seemed like the right fit for Ecovacs.

“Enshored made it easy,” Scully says. “They said, ‘Great, we love getting in on the ground floor with a company that’s growing. We’ll get you high-quality people.’ That’s what they did, and that was perfect.”

AI-Powered, Robotic Vacuum Experts in 10 Days

Ecovacs customers struggle with all kinds of problems: from common vacuum troubles like hair clogs to technical issues about wifi, app displays and smart mapping. In the rapid ramp-up period, the five-member team from Enshored studied the product documentation, the app and explored every possible customer scenario. Amazon Prime Day was quickly approaching, and they didn’t have the option to learn with the physical products in hand.

“Our vacuum cleaners aren’t easy to learn,” Scully says.

Within a week and a half, Enshored hired, trained and began handling all of Ecovacs’ phone calls and help tickets for U.S. customers.

“They jumped right into the fire and did a great job,” he says. “Our support numbers went from five emails and calls per day to 150. They were in there battling away, super busy.”

ENSHORED

“They’re smart and flexible. **They’re a partner, not just a service.** And they grow with you. That’s important.”

Brian Scully | Ecovacs Robotics Head of Customer Experience in the Americas

Results

93% Customer Satisfaction Plus Thousands of Positive Online Reviews: “Super Patient,” “Knowledgeable,” “Excellent”

The agents have interacted with more than 200,000 customers, oftentimes tech-challenged seniors who receive the vacuum as a gift. In an ongoing survey, customer satisfaction has held a steady 93%. Without fail, Amazon customer reviews also praise Ecovacs for its customer support. Scully will often see messages like, “If it hadn’t been for the support team, I would have returned this.”

Meanwhile, major product review websites also credit the company’s support.

“I definitely think that the quality of our support operation helped get us into Costco, Best Buy and Target,” Scully says.

App Rating Went Up from 2.1 to 3.6 Stars

When agents noticed app reviews for the Ecovacs app were low, they initiated a program asking happy app users to leave a review. Ecovacs agreed with the idea, and so far, satisfied customers are boosting app reviews from 2.1 stars to 3.6 stars.

Most Emails Get Responses within 15 Minutes, Returns Down by 35%

Before the Enshored partnership, phone calls often went to voicemail because only one or two people were answering calls. Today, 90% of emails are answered within 15 minutes during business hours, and 85% of all emails are answered in less than an hour.

Fast response time is a high priority for Ecovacs. The moment a customer has opened a help ticket or dialed the support line, they’re at risk for returning the product and becoming an angry customer. “Some customers say if they don’t get quick support, they’re going to return our robots to Best Buy,” Scully says. Since working with Enshored, return rates on top-selling robotic vacuums have gone down by 35%.

“They were motivated quickly and definitely self-starters. **They’re smart and technically savvy group of people who know how to relate to U.S.-based customers.**”

Brian Scully | Ecovacs Robotics Head of Customer Experience in the Americas

“The agents have ownership of the product. They feel like it’s their product. They get mad when stuff breaks. I love it when they get mad! **That’s the sense of ownership because they want Ecovacs to succeed.**”

Brian Scully | Ecovacs Robotics Head of Customer Experience in the Americas

Customer Support through True Partnership, Not a Service

Of the original five agents who joined the Ecovacs customer support team two and a half years ago from Enshored, four are still supporting the robotic vacuum company. What started with five agents will likely grow to 45 agents within the next year, as Ecovacs continues to grow its US market share.

Scully stresses the importance of the flexible partnership with Enshored. He doesn’t consider Enshored a service.

“The agents have ownership of the product; they feel like it’s their product,” Scully says. “They get mad when stuff breaks. I love it when they get mad! That’s the sense of ownership because they want Ecovacs to succeed.”

ENSHORED

Enshored specializes in outsourcing to many of the fastest growing companies in the world. Our tailored outsourcing services and experience building handpicked teams mean we can meet your customer support, content moderation, back office support, sales and marketing and other needs. Our teams truly become an extension of your business.

Contact Enshored today to learn more about how you can find creative solutions to your outsourcing needs.

enshored.com | 800-677-1086