

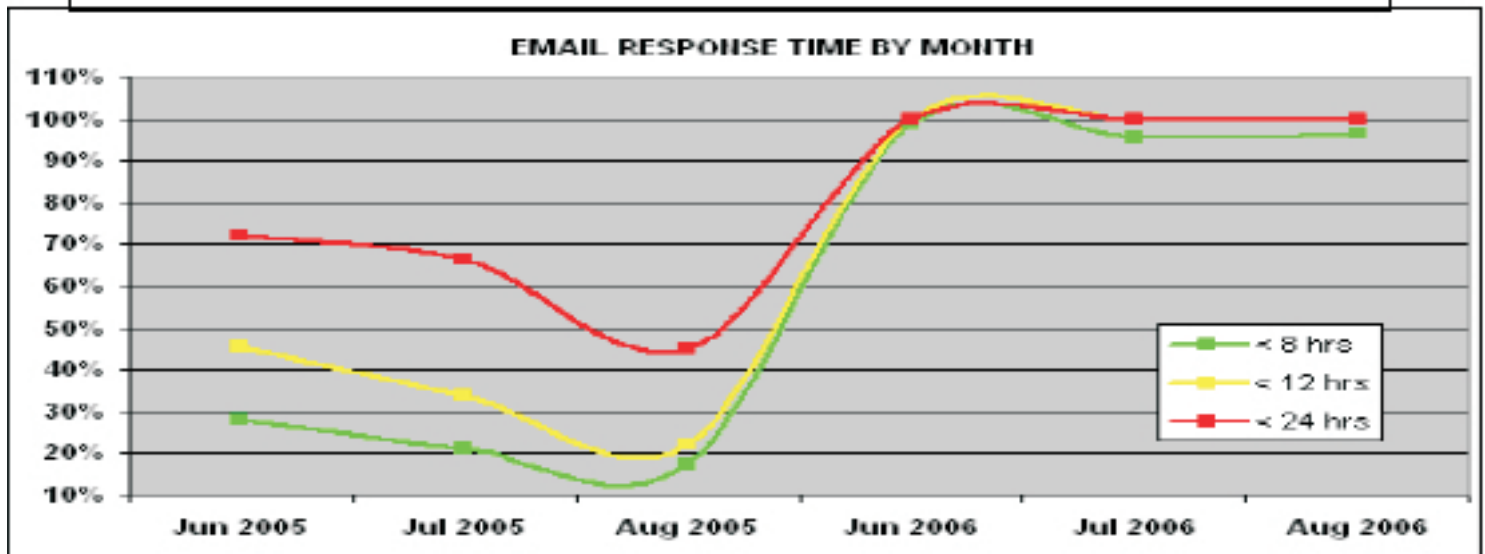
Customer Case Study

Decatrend – Email Capabilities

- Over 25 million email transactions handled successfully in 2007.
- Over 150 process trained agents.
- A single day peak of 12000 emails during holiday season.
- An average of 3000 emails handled everyday.
- Achieved an average handling time of 10 minutes per email.
- First time resolution rate of over 85%.
- Quality process (adherence to ISO/COPC standards).
- Client determined service levels.

Client 1 : World's largest online retailer of bags and accessories for all lifestyles (In the US). The challenge here is to provide Email Support service to offer superior customer service round the clock and thereby improving Customer Satisfaction. We could handle 100% of the emails within 24hrs.

	Before Decatrend offering service			With Decatrend offering service		
	Jun 2005	Jul 2005	Aug 2005	Jun 2006	Jul 2006	Aug 2006
< 8 hrs	28.10%	21.30%	17.40%	98.91%	95.33%	96.41%
< 12 hrs	45.20%	33.87%	22.35%	99.99%	99.67%	99.88%
< 24 hrs	71.90%	66.54%	45.12%	99.99%	99.99%	100.00%



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Quality Standards:

Client 1 : Their goal was a rating of 9.0 or higher on bizrate, after many years of being in the mid-to-high 8's range.

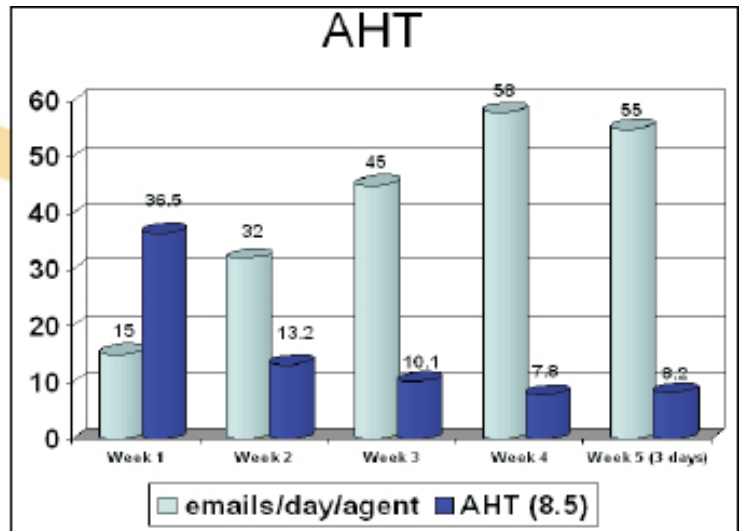
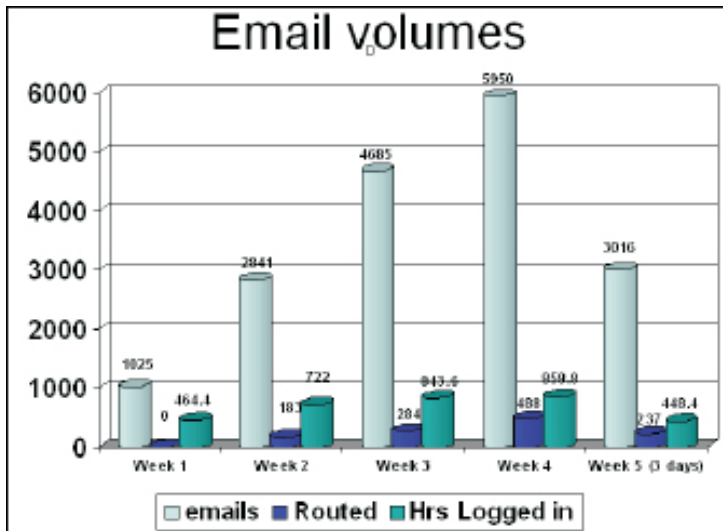
Focus on better customer experience.

Within 1 year after we started offering support services, we were able to nail customer support at:

9.0!

Post-Fulfillment Satisfaction	
 9.1 out of 10	Availability of product you wanted Product was in stock at time of expected delivery
 9.1 out of 10	Order tracking Ability to track orders until delivered
 9.2 out of 10	On-time delivery Product arrived when expected
 8.9 out of 10	Product met expectations Correct product was delivered and it worked as described/depicted
 9.0 out of 10	Customer support Availability/Ease of contacting, courtesy & knowledge of staff, resolution of issue

Client 2 : World's largest Flower & Gift retailer (In US). The challenge here is to help them with their holiday season email volume and scale up productivity by more than 6 times. Reduce AHT from 15 to 8.2 minutes achieving a blended AHT of under 8 minutes.



Customer Case Study

We have worked with:

Kana



Right now technologies



eGain solutions



Liveperson



And other customized platforms offered by our Clients.

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

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