



Case Study

WISH: Increased Capacity, Accelerated Recruitment, and Elevated Agent Sat

with Teleperformance's Innovative Cloud
Campus Model for Managing Remote Teams



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Client Profile



Founded in 2010, WISH is an online marketplace based in San Francisco, California, USA.

WISH connects millions of users to merchants all around the world.

Industry



eCommerce

Geography



WISH is one of the world's fastest-growing shopping apps, serving customers in more than 130 countries and 40 different languages.



Business Challenges

Volume and Capacity Fluctuations

WISH needed a more flexible, agile way to scale capacity up or down as volumes fluctuated based on seasonal peaks – including robust recruitment processes customized for a work-at-home environment.

Forecasting Challenges

As a result of the volume fluctuations, WISH experienced significant forecasting challenges leading to urgent, unplanned capacity changes in response to unforeseen volume fluctuations.

"As an e-commerce site, we experience seasonality. So, we needed a company that can provide us with fast and agile ramp-ups to scale up and down as our business needs change."

Phil Dean, Head of Global Support Operations for WISH



Business Solutions

WISH was looking for a more flexible and agile way to manage volume spikes and staffing fluctuations. So, in late 2019, they chose the **Teleperformance Cloud Campus model**.

By centralizing support teams specifically designed to recruit, train, support, and manage work-at-home teams, **best practices can be standardized to improve collective performance**, and remote agents **can easily and quickly be activated to address volume changes** – greatly accelerating the recruiting and staffing process.

Initially, this advanced Cloudshoring model was implemented to support WISH customers in France and Germany. However, as WISH recognized the operational efficiencies gained from the agile Cloud Campus model, they grew their support team to **363 full-time agents** to expand coverage across Europe and the Middle East.

Support channels include:

- Email
- Ticketing
- Social Media Apps

Currently, Teleperformance handles over 1 Million interactions for WISH each month across a multitude of different languages.

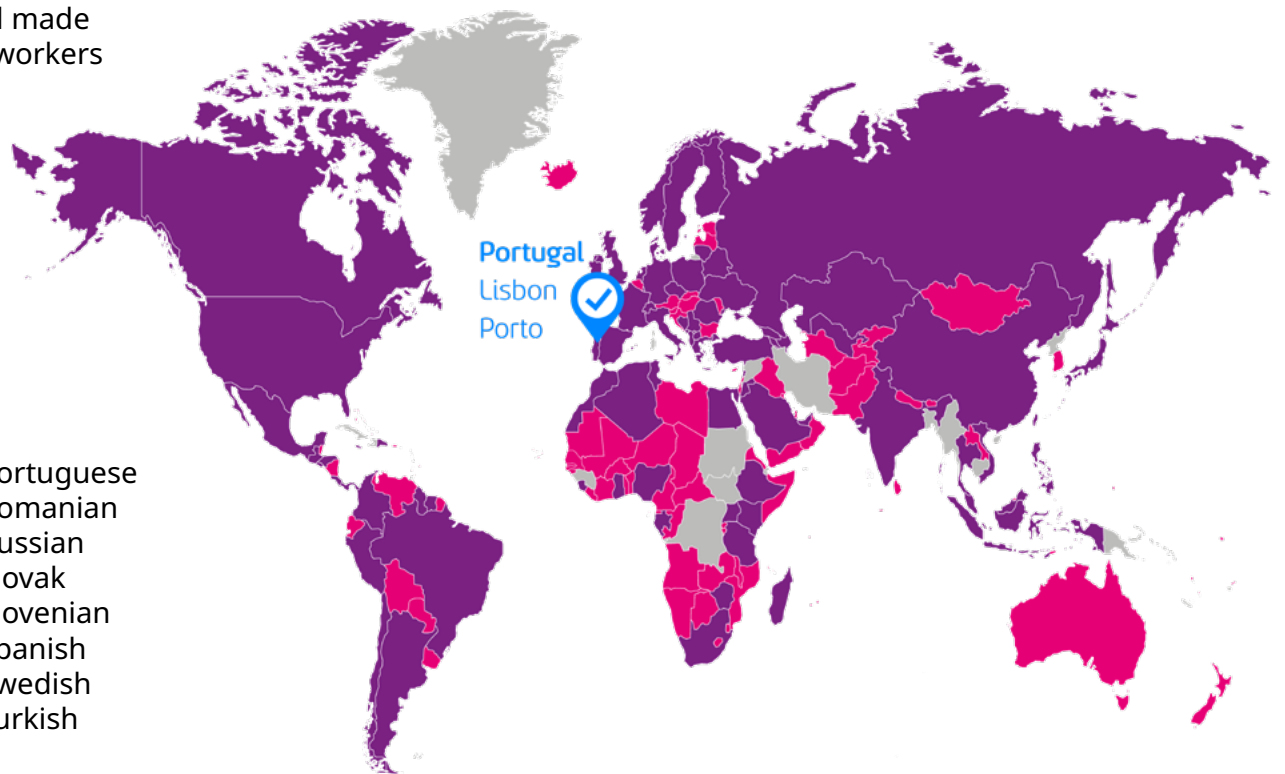


Access to Support Across a Broad Variety of Languages

With such a diverse customer base spanning 130 countries, WISH felt it was critical to provide support in 24 languages for their European market. The flexible Cloud Campus model made it easy to quickly recruit and hire remote workers with the right language skills.

Languages Served:

- Arabic
- Croatian
- Czech
- Danish
- Dutch
- Estonian
- Finnish
- French
- German
- Greek
- Hungarian
- Italian
- Latvian
- Lithuanian
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Slovak
- Slovenian
- Spanish
- Swedish
- Turkish



With interaction experts residing anywhere in the world, they've remained connected to one another, and their management teams, via **a centralized Cloud Campus Hub in Lisbon, Portugal.**

Optimal Business Agility and Resilience at a Time of Crisis

When the COVID-19 crisis began to threaten WISH markets, Teleperformance proactively recommended that WISH quickly transition **80% of their agents** to a work-at-home. The transition was completed **in less than 24 hours without any service disruptions or impact to KPIs**.

Having a work-at-home model in place prior to the Pandemic helped WISH to quickly **expand their capabilities and accelerate the transition of site-based agents to a remote environment**.

"During this time with people at home, they've needed supplies. So, WISH has been able help fulfill those needs, and we wouldn't have been able to do that in such a great way without Teleperformance's responsiveness and focus on continuity. These are the types of solutions that world-class partners present."

Carlo Beckman, Global Support Operations Leader for WISH

"To have that tight of a turnaround was extremely impressive. TP really exceeded our expectations with zero service disruptions and no impact to our SLAs. Hats off to TP in adapting to the Pandemic."

Phil Dean, Head of Global Support Operations for WISH

A Powerful Partnership

Strong partnerships provide the best foundation for success.

At Teleperformance, we view our team as an extension of yours. As ambassadors of our client's brands, we know that delivering the proper levels of support and alignment are essential for ensuring the best results possible.

We're only successful when our clients are successful.

"I've been doing support for over 20 years and Teleperformance is really a great partner. I've worked with other BPOs and other vendors where that partnership isn't there. TP really wants to work with WISH to ensure we serve our customers with quality and consistency."

Carlo Beckman, Global Support Operations Leader for WISH

"We have a partnership where we can change things on a dime and know that Teleperformance will roll up their sleeves and get things done in a quick and agile way."

Phil Dean, Head of Global Support Operations for WISH

Results and Benefits



"Because we're now responding to customers on social media apps, we're getting their issues resolved much quicker, and are seeing an uptick in overall star rating on our app reviews."

Phil Dean, Head of Global Support Operations for WISH

"Our results were great. All of this was made possible by the fact we now had access to a geographically dispersed workforce that allowed us to hire the best talent possible."

Carlo Beckman, Global Support Operations Leader for WISH



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