



**Transforming**  
contact center  
efficiency and  
effectiveness

 inContact

Driving **cost-efficiency** and great **customer service** by streamlining with inContact

# TechStyle

JUSTFAB fabkids shoeDazzle® @FABLETICS

As an online subscription retailer, TechStyle is reinventing the fashion world by offering monthly shipments of affordable, trendy styles to its four million members. Their culture of innovation also extends to customer service as they outsource their entire team of 600-1200 agents to take inbound calls from all over the world. The inContact Customer Interaction Cloud plays a key role in helping TechStyle achieve positive business outcomes such as increasing agent productivity by over 25% and delivering outstanding customer experiences that are also cost-effective.



↓ **25%**  
reduction in  
average speed  
of answer



+**25%**  
agent  
productivity



↓ **38%**  
reduction in call  
wrap-up



Justin Borah, Director of Global Member Services Technology and Product Management at TechStyle explains, "All of our agents use the inContact platform, no matter where they're located. Since it's cloud-based, they only need an internet connection and a password to get started."

## Struggled with Three Disparate Customer Service Systems

Before inContact, TechStyle struggled with three separate customer service systems, all of which were cloud-based, but weren't integrated. Borah explains, "Managing three systems was cumbersome, and we couldn't easily share data for reporting or scheduling. With inContact, we now have one central platform that allows all of the agents to support our five global brands."

After evaluating other contact center vendors, inContact was their top choice. "inContact was able to deliver a really solid price, and we felt we were getting everything we needed. We also felt that inContact could support our growth and future needs," says Borah.

---

"We have no expensive, dedicated lines like MPLS or dedicated pipes. All of our telecom is over the public internet with inContact VOIP.

It's pretty impressive that we can use inContact VOIP and maintain the quality of service needed to support voice calls."

– Justin Borah

---

## Quickly Scaling Agents Based on Seasonal Call Volumes

Scalability is an important factor for TechStyle since their business is highly seasonal. It's essential they have the ability to rapidly bring

new agents on when calls rise and just as quickly reduce their workforce when needed. Borah says, "Scalability is something I don't even think about at this point, because inContact does it so well. We can go from 100 to 1,000 agents essentially overnight."

## Eliminating Expensive Dedicated Telecom Lines with inContact Voice as a Service

inContact also helps TechStyle cost-effectively support its global team of outsourced agents with inContact's Voice as a Service, which offers a vast array of connectivity options. Borah explains, "We have no expensive, dedicated lines like MPLS or dedicated pipes. Everything we do with our agents is over the public internet with inContact VoIP. I don't know if that would be possible with any other provider. It's pretty impressive that we can use inContact VoIP and cost-effectively maintain the quality of service needed to support voice calls."

## Quickly Getting New Brands to Market

TechStyle is a nimble organization that relies on quickly getting new products and brands to market. Borah highly values the ability to rapidly and easily customize the inContact platform without relying on outside services, especially when rolling out a new brand. "With inContact, I can setup a new brand's campaign, skills, and points of contact while building out new IVR scripting – all without involving Professional Services. That's a huge benefit that I really like."



"inContact does a good job empowering its customers to make the changes they need. Once you know the platform, the sky is the limit."  
—Justin Borah

### Ensuring High Quality Customer Service

An obvious question one might ask is, 'How does TechStyle outsource all its agents yet still ensure high quality customer service?' Borah explains, "We treat every agent as if they were our own. With inContact, we create the agents' work schedules and manage their performance – regardless of where they're based."

Using inContact Workforce Management, TechStyle creates schedules for their outsourced agents to ensure staffing is appropriate for call volumes. "We deliver the agents' schedules to the outsourcers. We feel it's important to take ownership of that process in order to ensure a high quality customer experience."

### Monitoring Outsourced Agents' Performance

Agent productivity has risen more than 25% since TechStyle started using inContact. A recently launched scorecard helps them understand what's working well across all their outsourced agents.

"We used inContact Reporting and Analytics to launch a new holistic aggregated scorecard for agents. We're tracking over 20 metrics for every agent who touches any of our member calls.."

"We measure talk time, wrap time, and call handling metrics, but we're also heavily monitoring CRM data such as membership retention. It's our goal to retain as many members as possible, so when a member wants to cancel their membership, we have specific metrics around how agents should handle those types of calls."



---

“Scalability is something I don’t even think about at this point, because inContact does it so well. We can go from 100 to 1,000 agents, regardless of where they’re located, essentially overnight.”

– says **Borah**

---

“We’ve achieved some great business outcomes such as consolidating multiple platforms into one system that’s customizable and cost-effective. Our agents are more productive, and our customers are getting a better overall experience. inContact has been a phenomenal partner for TechStyle.”

**“inContact Has Been a Phenomenal Partner”**

Would Borah recommend inContact to other contact centers? “Absolutely. Working with inContact has been a great experience from top to bottom. The entire inContact portfolio covers whatever you need, and the speed at which we can do things is one of the big benefits of inContact. Once you know the platform, the sky is the limit.”

inContact makes it easy and affordable for organizations around the globe to create stand-out customer experiences while meeting key business metrics. inContact continuously innovates and is the only provider to offer a complete customer interaction platform in the cloud that is flexible, scalable and reliable for enterprise, small business, government and business process outsourcers. inContact is a part of NICE (Nasdaq: NICE), the worldwide leading provider of both cloud and on-premises enterprise software solutions.