



Valore Books seeks Customer Support for Students

Overview

Providing customer support for students presents a unique challenge. Students spend countless hours in class and studying every week, and when they have an issue, they often look for help whenever they have time. Valore Books, a company that provides a marketplace for students to buy and sell textbooks, ran into this issue when they began to experience a large volume of customer service calls in the summer of 2008. It was nearly impossible for Valore to handle the large influx of calls with their permanent staff.

Scott Goergen, COO of Valore Books, began to look for solutions that were more efficient and timely. He logged onto the Internet and researched outsourcing contact centers. However, he was hesitant to outsource the calls because he wanted to ensure that his customers received the finest quality of customer support possible. Goergen made contact with several companies, but was dissatisfied with what he found, until he discovered Customer Direct, an onshore outsourcing specialist known for their outstanding customer assistance.

Strategy

After an initial set of meetings, Valore Books made the decision to partner with Customer Direct. Goergen believed that the highly trained and qualified technical support agents would provide quick and efficient help to students on-the-go, maintain a high level of customer care, and help solve his difficulties with covering the wide range of hours needed to properly support student needs.

“We started getting quite a few phone calls and we weren’t able to appropriately handle the call volume,” said Goergen. “We needed help and then we found Customer Direct. It was a great fit.”

Prior to using Customer Direct, Valore Books employed internal customer service agents to answer phones and emails from 9 a.m. to 5 p.m. But, having 24-hour customer service support has provided students with the service they expect, and helped to free up the internal staff for more responsive and higher level support needs.

“With our employees answering phones and responding to emails, it got to a point where it was too overwhelming for us,” said Goergen.

Since many customers of Valore Books are college students, calls come at sporadic times. Students are often unable to call during regular business hours and they try to handle their textbook trouble between classes, if they have time.

Results

Valore Books has recognized the value in outsourcing to a professional customer service contact center. Goergen said that he appreciates the reliability and accountability of the technical service agents at Customer Direct. The excellent customer service and support that Customer Direct provides puts Goergen's mind at ease.

"We don't have to worry about employees being punctual or staffing people over the busy holidays," said Goergen. "It's made everything quite a bit easier on us to have someone there 24/7. We're not bombarded by calls anymore."

Valore Books currently boasts an average talk time of 4:50 with the assistance of Customer Direct. This enables students to call and get their issue resolved in less than five minutes, rather than waiting hours, or days, for a response.