



CSS  
CORP

| OnDemand



## Harnessing the Expertise of Gig Peer Experts to Support, Solve and Deliver High Impact CX



### THE CLIENT CHALLENGE

The unexpected rise of COVID-19 put a wet blanket across the industry. With such widespread disruption, the recreation, holiday, and tourism sectors faced huge challenges across their businesses. Millions of customers had teething issues with bookings, allotments, cancellations, payments, and refunds. With different countries serving lockdown notices, customer support centers could not function to their full capacity, response times were very slow further increasing customer woes. Customer service agents felt the sharp spike of cases beyond their limits and backlogs ran into weeks. Our client wanted a solution that could help them come out of this situation smoothly and provide great CX as they were known for.



### ABOUT THE CLIENT

The client is a global leader in the domain of providing accommodation and homestay facilities to subscribers across the globe. They have an online presence via their website and their mobile application through which subscribers can avail of their services.



## CSS CORP SOLUTION

CSS Corp understood the urgency to provide a scalable support solution to the client and employed a gig-support model to drive support interactions. CSS Corp onboarded the client on its **CSS OnDemand** platform which is made up and driven by gig experts. It is a self-contained ecosystem of on-demand services that combines the power of a gig platform, built on patented technology with gig peer experts to provide an elevated, personalized, and frictionless peer-to-peer support experience across multiple channels.

### The scope of work taken up by CSS Corp using the CSS OnDemand platform is summed up below:

- » Received a record influx of global questions regarding cancellations & refund policies when COVID-19 hit
- » Deployed CSS OnDemand and created new COVID-specific automations that was running within 24 hours
- » COVID-19 response led to a 20%+ in daily deflection with automatic answers (resulting in ~\$1M in savings)

## Why CSS OnDemand?

- » Trusted experts supporting 100+ languages
  - » Leader in On-Demand Support for Fortune 500 brands
  - » 12000+ full-time support service experts for traditional support
  - » More than 5,000 global peers to peer experts across 60+ countries
  - » Channels Supported: Email, Messaging, Web, Voice, IVR → Digital
  - » Industry Leading Privacy & Security Standards & Compliance
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- » 1,000%+ increase YoY as community experts embraced 2x volumes overnight, while clearing a 300-inquiry backlog
  - » Maintained high NPS for Live Chat, which was expanded to 24/7 support for English
  - » Live Chat improved NPS up to 60



## WHAT IS CSS ONDEMAND?

CSS OnDemand is an ecosystem of on-demand services that combine the power of a gig platform built on patented technology with gig peer experts to provide an elevated, personalized, and frictionless peer-to-peer support experience across multiple channels.

By employing such a model, CSS Corp was able to bridge the divide quickly, scale up and set up experts who could process the tickets at large and quell huge spikes within a reasonable timeframe.

These experts are chosen after a rigorous selection process, trained, and then onboarded onto the platform where they can answer questions and get compensated for their performance. This model is unlike traditional support which has a timed response window. Since gig experts are on call 24/7, resolution rates are much higher, faster than traditional support bringing a new level of customer satisfaction, trust, and confidence to the table. These outright benefits help clients tap into a huge talent pool that is scalable, secure, and committed to providing the highest level of customer response as soon as possible.



## BUSINESS BENEFITS

- » \$20 Mn cost savings across 2 years
- » Resolved 95k+ questions
- » 175k questions resolved with Automation
- » 93.7% CSAT
- » NPS of 44

CSS Corp is a global customer experience and technology services provider, disrupting the industry with a unique intersection of industry-leading proprietary solutions, resilient operations, and innovative business engagement models. The company is a digital transformation partner of choice for its clients, which include the world's top innovators across industries, from mid-market players to large enterprises. Its diverse team of over 11,200 customer-centric thinkers, collaborators, and co-creators across 20 global locations is passionate about helping clients succeed through intelligent automation-led outcomes. The company has overcome macroeconomic headwinds to become the industry's fastest growing and most awarded company in its revenue range.

For more information, please visit <https://www.csscorp.com> or send a mail to [info@csscorp.com](mailto:info@csscorp.com)