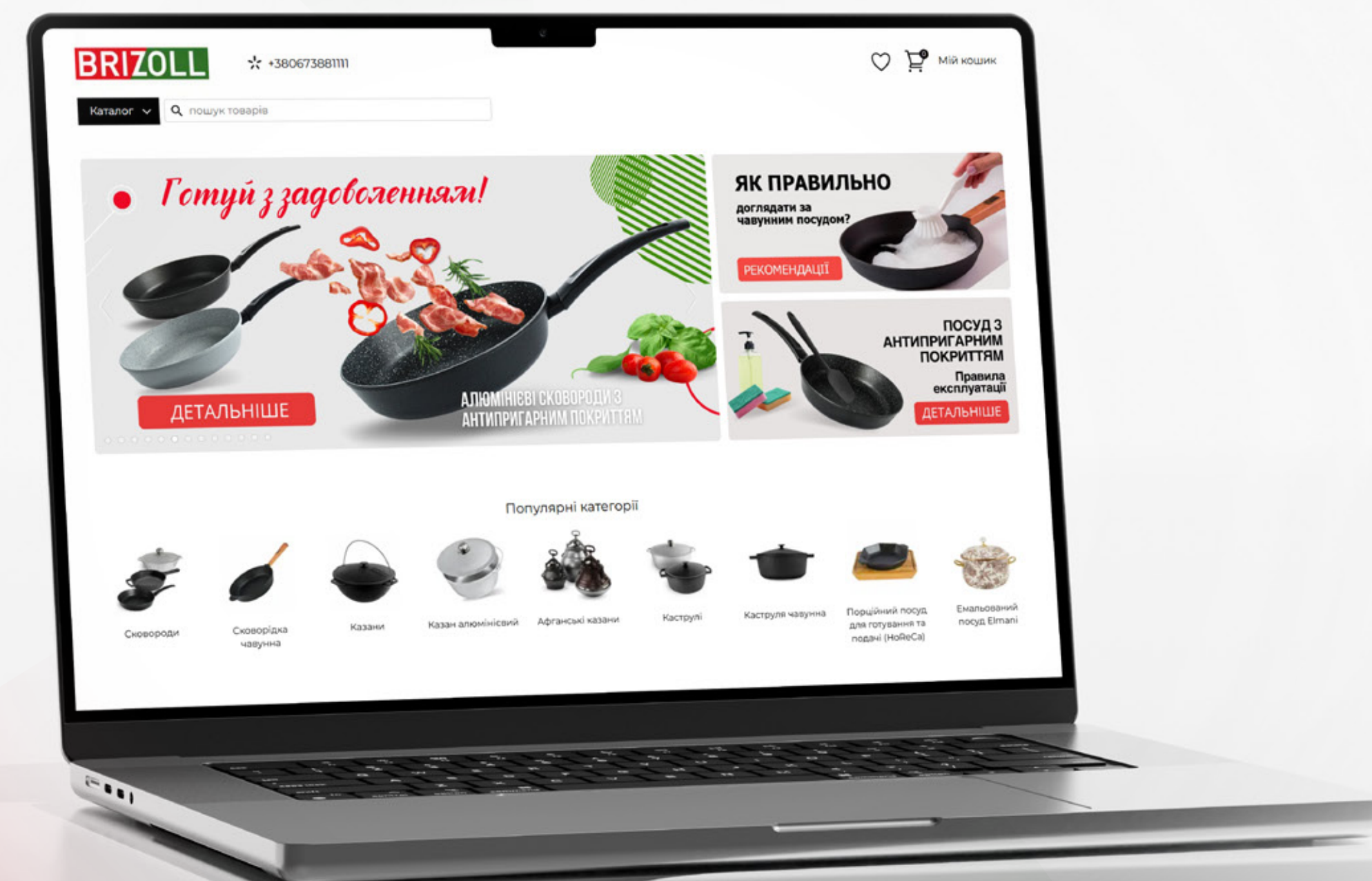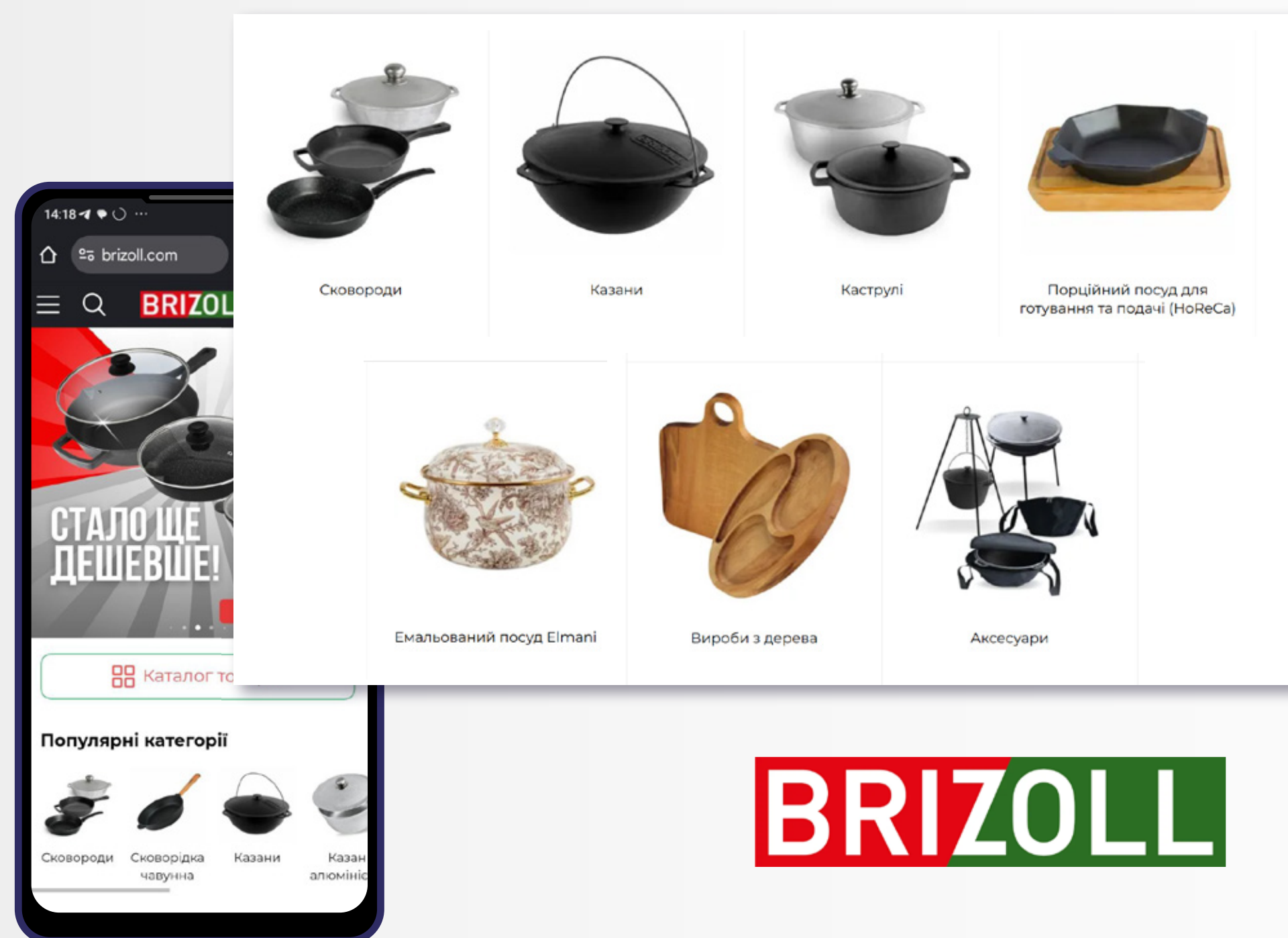# Case study

Feedback collection for the "Brizol" online store

BRIZOLL

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Project Description:

The project was implemented for the online store Brizoll, which specializes in home goods sales.

Project goal:

to conduct outbound calls to customers in order to collect feedback on key aspects:

✔ **Product quality:** accuracy of product descriptions, condition upon delivery, and overall satisfaction.

✔ **Service level:** communication with managers, assistance in product selection.

✔ **Delivery:** speed, accuracy of timing, condition of goods upon receipt.

Client request:

● Identify weaknesses in the store's operations.

● Analyze the collected data to provide recommendations for improving service quality and customer satisfaction.

Tools and Processes Used

Tools:

Telephony and CRM system:

The project was implemented using the modern CRM system Oki-Toki, which ensured:

- ✔ Structured recording of customer feedback.

- ✔ Automation of call distribution processes.

- ✔ Real-time monitoring of performance and live listening to agents' calls.

- ✔ Creation of analytical reports.

- ✔ Full access for the Client to monitor operations.

Contact Center tasks:

✔ **Custom CRM configuration** based on project requirements (creating checklists, telephony integration).

✔ Development of dedicated **feedback forms.**

✔ Ensuring **uninterrupted telephony performance** using additional internet channels.

Call recordings allowed:

- Quality analysis of agents' communication with customers.

- Continuous improvement of conversation scripts.

- Identification of recurring issues faced by customers.

Processes

Development and implementation of call scripts:

Specialized scripts were created with neutral, open-ended questions to encourage customers to share honest opinions.

Agent training:

Conducted training sessions focusing on:
- Managing negative customer experiences.
- Providing detailed product information.
- Maintaining a friendly and empathetic tone during calls.

Scripts included:

- The most common customer responses with corresponding handling scenarios.
- Product information and argumentation options.
- Algorithms for handling negative feedback.

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Quality control:

- Supervisors listened to recorded calls, checked compliance with scripts, and evaluated communication tone.
- Negative feedback was promptly forwarded to relevant departments of the Client for resolution.

Data analysis and reporting:

- Weekly structured reports were prepared, including key insights, issue categorization, and recommendations.
- Reports were delivered in the pre-agreed format for the online store.

Project Results

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Call Volume

Total database:

3514
customers

processed within **2 months.**

Response rate:

83%

(**2,905 customers** answered).

Contact Center performance:

✓ Each agent processed an average of **120 calls per day,** with an average call duration of **2.5 minutes.**

✓ Use of checklists allowed standardization of dialogues and ensured consistent service quality.

✓ Agents followed approved scripts that included scenarios for different customer types and feedback categories.

Average performance indicators per agent:

● Total working time: **5 hours 32 minutes per day** (excluding breaks), including active interaction and admin tasks.

● Productive talk time: **5 hours per day,** indicating a high level of efficiency and minimal idle time.

● CRM monitoring enabled real-time performance tracking and quick operational adjustments.
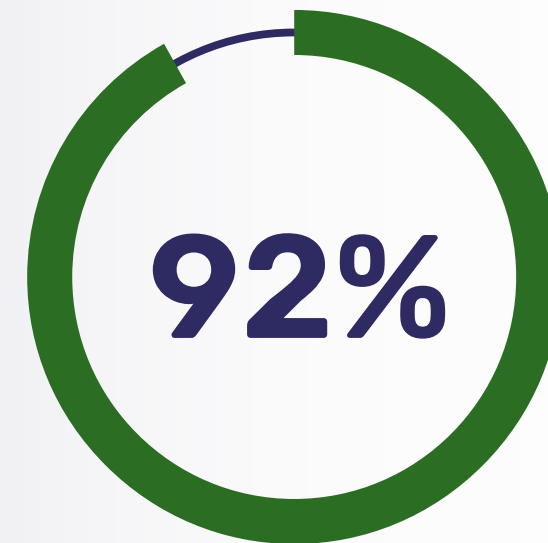
Customer Satisfaction Levels

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Product quality:

80%

of customers were satisfied.

Service level:

92%

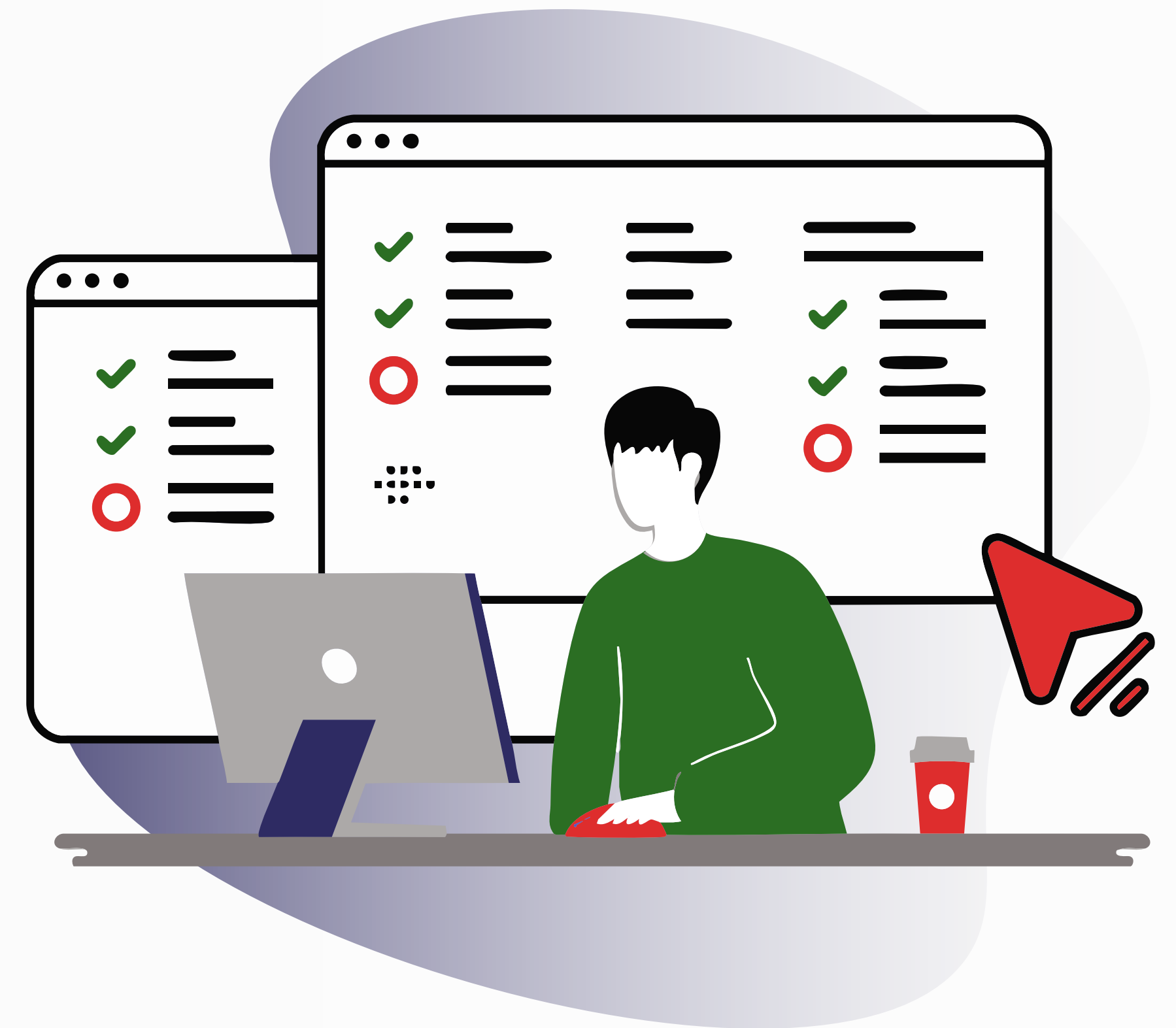rated agent performance positively.

Delivery:

over **75%**

were satisfied with delivery speed and condition upon receipt.

Project Timeline

⏱ The project was completed within the planned **2-month period.**

⏱ High processing speed was achieved through automation.

Client Communication

🔴 All data was delivered in detailed reports categorized by issue type: product quality, service, delivery.

🔴 Recommendations were provided in an easy-to-use format for strategic planning.

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Conclusions

The project results highlighted the importance of direct customer dialogue in identifying key operational issues.

Thanks to **a structured approach,** we successfully:

✔ Collected authentic customer feedback and identified weaknesses in the online store's operations.

✔ Provided the Client with actionable recommendations to improve product quality, service, and delivery.

This case demonstrates that a well-organized **customer feedback calling campaign** can not only resolve current issues but also strengthen customer trust in the brand, positively influencing the company's development and reputation in the market.