



# Big Business Agency case study

## Results

### AUTOMATED WORKFLOWS ACROSS DEPARTMENTS MEANT:

- **4x faster customer response**

The Digital Service Hub has enabled us to respond to customer queries four times faster, leading to higher satisfaction and more positive feedback.

- **Identifying Communication Blockages**

We've identified key communication blockages, particularly in our collections process. Reports and Dashboards are helping us refine processes through targeted training and improved implementation, enhancing SLA adherence.

- **Improving Admin Efficiency**

The solution has highlighted trends driving unnecessary admin work caused by certain customers. We've enhanced customer self-service, reducing manual intervention and streamlined operations.

## Conclusion

**“One month after implementing Automated Workflows with Big Business Agency, we are experiencing significant increases in our efficiency and simplification of our Customer Service Operations.**

**We're managing to do much more, much faster and improve the service to our B2B customers.**

**If you need help simplifying complex Customer Service Operations, I recommend Big Business Agency.”**

**Simon Hunter**

Chief Executive Officer | Hunter Apparel Solutions

## Digital Solutions for Customer Service Operations

Established in 1936, Hunter Apparel Solutions is a multi-award-winning, technology-centred professional clothing company.

Facing increased Customer Service demands from new B2B customers, Hunter Apparel Solutions sought to improve its Customer Service Operations by applying automated routings and workflows across all operational departments.

## Challenges

- **Increased customer demand**  
Increased workload for Customer Service from new customers and Omnichannel B2B buyer expectations
- **Operational Inefficiencies**  
Existing processes were becoming increasingly costly and time-consuming and unable to keep pace with business growth
- **Staff retention**  
CS team was under considerable pressure due to outdated practices and lack of data to satisfy customer enquiries

## Strategy

To overcome these challenges, Hunter Apparel Solutions engaged Big Business Agency to scope, deliver and integrate automated workflows, enabling:

- Automatic CS Ticket creation from email, voice and chat
- Automating Workflows- Warehousing, purchasing and sales operations
- Single ticket board with statuses for all to see
- Automated customer updates
- Service Level Agreement to improve customer interaction
- Ticket reports and dashboards to balance workload