



## ABOUT THE CLIENT

A leading trend-conscious North American fashion brand.

## CLIENT CHALLENGE

Our fashion retail client was struggling to pamper their customers when it really counted; during the holidays. As the holiday season generally represents 30% or more of annual sales for the typical retailer, the inability to meet customer demand for product recommendations, order management, and loyalty program management, was of growing concern. This led to a sharp decrease in customer satisfaction, and the inability to effectively increase sales during a critical time of year.

## THE SUTHERLAND TRANSFORMATION

Our client was focused on improving contact resolutions, customer satisfaction, and sales conversion. Sutherland recruited, trained, and managed a team of fashion advisors to provide personalized experiences during both peak and off season. We used predictive analytics to develop customer shopping profiles (consisting of likely apparel and accessory combinations) to train our fashion advisors to provide personalized shopping experiences. This resulted in increases in customer satisfaction, average basket size, and sales conversion.

## PARTNERSHIP RESULTS

As a result of our partnership, our client has experienced:

**7%**

Increase in basket size

**10%**

Increase in sales conversion  
from 15% to 25%

**23%**

Reduction in average handle  
time

## Care & Support

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com), or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 19 countries around the world.