

SETA CORPORATION

Palm Beach Jewelry



CONTACT CENTER

Seta Corporation, founded in 1955, is a major cataloger of the Palm Beach International Jewelry Collection. Thousands of orders a day are processed daily through the company's distribution center which is located in Boca Raton, Florida. The Palm Beach International Fashion Jewelry Collection Catalog is also available for syndication to business partners such as Direct Charge, Redcats, eBay, Amazon and many others.



SCENARIO:

Seta was seeking a contact center that could help enhance the customer experience while simultaneously increasing upsell performance. As a family-owned and operated company, Seta places a high value on customer satisfaction and wanted a true partnership with its new contact center – the relationship had to be flexible, fair and willing to evolve to meet changing business dynamics. Palm Beach Jewelry was also attracted by the integrated solutions MAI is capable of offering with its fulfillment capabilities.

APPROACH:

Working hand-in-hand with Seta management, MAI helps develop strategic cross-sell and upsell strategies. Intelligent call routing directs calls to the most proficient sellers without compromising hold times while creative incentives and a pragmatic approach to training and monitoring drive continuous agent improvement. In addition to handling inbound orders for Palm Beach Jewelry and its syndication partners, MAI also provides the following on a daily basis:

- **Inbound customer service** – billing and EZ-Pay questions, product questions, where's-my-order and complaint calls.
- **Outbound customer service** – follow up calls regarding billing/shipping issues and for orders placed on Security Hold due to credit card mismatches or other declined payment issues.
- **Collections** – outbound collection and promise-to-pay follow-up calls.
- **Refund/re-ship processing** – based on customer requirements.
- **Customer correspondence management** – including email correspondence, chat management and Amazon and Overstock feedback correspondence.
- **UPS/carrier claims resolution.**

SETA CORPORATION CONTINUED



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RESULT:



- **Improved margins** – MAI delivered a 20% increase in upsell performance and simultaneous cost decrease of 10% for Palm Beach Jewelry (Seta)
- **Increased upsell rate** – MAI succeeds in upselling 33% of all order calls for Seta
- **Increased order values** – MAI routinely exceeds the target upsell goal of 10-12% of total order value
- **Higher customer satisfaction levels** – a creative incentive program drives agents to deliver an outstanding customer experience... every time

“We rely on MAI, an established provider of call center and fulfillment services, to deliver efficient service and unparalleled customer satisfaction. MAI has proven to be a totally excellent outsourced solution. The company’s background in marketing communications and brand support ensures we are being represented at the highest level possible.” Tim Holody, Chief Operating Officer

