

Case Study

Digital Care Solution Web & Marketing Services

Or how diversification of a team workflow in an efficient structure leads to a better customer experience.

The Client

Industry: Web technology & internet services,
B2B Online marketing solutions
HQ Location: Amsterdam, The Netherlands
Company Size: 201 to 250 Employees
Type: Public

The company provides online marketing platforms and services to small and local businesses through partnerships with publishers, telecom, and hosting providers and other resellers in the Netherlands and internationally. It builds and maintains an online presence across the Web, mobile, and social media; manages paid search, social media, and SEO campaigns;

The challenge

The client's innovative and extensive services in the field of digital marketing naturally led to establishing key partnerships that significantly increased the customers. The client was facing the challenge of finding an experienced and reliable partner, who can offer a combination of technical solutions with customer service excellence and thus secure further growth.

What we offered

Together with the client we examined and evaluated the specific needs required for a long-term and successful partnership. We developed a tailor-made solution that is a combination of technical services, customer care, and quality services.

To secure our client's customers satisfaction and further growth of the brand, we offered a comprehensive approach by diversifying the teamwork in an efficient structure that leads to a better customer experience.

The services included in our tailor-made solution for the client:

- **Customer advisory** - identification of best customer needs for a digital solution
- **Administrative and organizational customer services** - optimization of the production process via planning & scheduling appointments
- **Production** - customer guidance, content collection and marketing proposals that fit the customer's business needs
- **Quality revisions** - pre-go-live quality checks
- **Inbound Customer Service after Sales (SAS)** - post-production website maintenance
- **Support in 4 major languages** - Italian, Dutch, German and French

How our people made the difference

By using an **elaborate recruitment process** we have successfully hired the right talents with the desired skills, competence, and enthusiasm.

Implementing **the diversity teamwork approach** in a combination with a set of initial and ongoing training, coaching, quality monitoring, and feedbacks, our people succeeded to bring **5 270 websites** live within the first year.

Being enthusiastic about the results in the first half of 2018 they have managed to exceed the expectations by bringing **8 000+ websites live**. Due to our people's dedication and the great results we are now entrusted with **3 new markets**.

Achievements:

5 00+
Websites
in the 1st
Year

8 000+
Websites
for 6 month
in 2018

**3 new
Markets**
in 2018