

## Case Study

### Account Management Web 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 consultancy and data collection
- Web development and website design
- Administrative and organizational customer services
- Quality revisions
- Service after Sales (SAS) – website maintenance
- Inbound customer care
- 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 **8 430 websites live**. Due to our people's dedication and the great results we are now entrusted with **3 new markets**.

#### Achievements:

**5 270  
Websites**  
in the 1st  
Year

**8 430  
Websites**  
for 6 month  
in 2018

**3 new  
Markets**  
in 2018