

ShipBob Case Study

Productivity, Quality and Cost efficiency with BolsterBiz.

Challenge

- Hiring the right team and scaling up quickly.
- Tackling the large volume of tickets.
- Achieving more productivity and cost efficiency.

Solution

- Building a new team with BolsterBiz.
- Scaling up the team to 20+ representatives.
- Leverage multiple softwares like Zendesk, Salesforce, Jira, Asana

Results

- Decrease in first response and full resolution time.
- Improvement in Customer satisfaction rate.
- More time to focus on mission critical aspects like sales and product development.

In 2017, ShipBob raised a funding of \$17.5 million to expand into more cities and hire more engineers to build their software platform.

ShipBob was scaling quickly and had built a broad base of clients in a short period. Being in the initial days, the product required optimization. Hence, constant developments in the user interface were made and the fulfillment centers were moved to bigger warehouses to serve more clients.

As a result, they faced a massive flow of incoming customer service requests. And besides that, the volume of tickets was expected to increase substantially in quarter 4 which is usually a peak season for e-Commerce related businesses.

“In the initial days when your product is not fully baked, you have to offset the missing features in your product by providing a great service to your customers when they encounter a problem.”

(Dhruv Saxena, Co-Founder, Shipbob)

BolsterBiz was providing data research services to ShipBob for more than a year. Dhruv introduced Rajesh (Co-Founder, BolsterBiz) to Cole Wenzel (Sr Director of Merchant Success, ShipBob) to build a new team of Merchant care representatives in India.

Soon, a new team was formed at BolsterBiz with just two representatives. The team later grew to 23 representatives by quarter 4 of 2018 as the requirement emerged.

Now, ShipBob had a team of experienced representatives with BolsterBiz who were self-motivated, quickly adaptable and proficient at taking on any challenge thrown at them.

BolsterBiz stayed in constant interaction with ShipBob's Operations, Tech, Analytics, and Onshore Merchant care team using platforms like Jira, Asana, and Slack. The team leveraged Zendesk and Salesforce to communicate with the clients and used Stella Connect and MaestroQA to measure the customer satisfaction rates and areas of improvement. This enabled the team to help the clients in a better way and provide the best resolution to their problems.

ShipBob experienced decreased first response and full resolution times and an increase in customer satisfaction rate. And with BolsterBiz handling the maximum volume of customer service requests, ShipBob was able to focus on other mission critical aspects of their business.



Industry – E-Commerce Fulfillment

Company – ShipBob

Launched in September 2014, ShipBob is a tech-enabled fulfillment service which allows businesses to sell products on their own websites where they can have full control over their customer's experiences, or via other online marketplaces and handles the complete fulfillment process

Workflow:

ShipBob has its own four fulfillment centers across America, which are located in "Cicero IL, Bethlehem PA, Moreno Valley CA, Grapevine TX."

ShipBob integrates their customer's websites with their platform and stores the client's inventory in their warehouses.

ShipBob handles the Storage, Picking, Packaging and Shipping for their client while their clients focus on other aspects of their business.

Awards and recognitions:

In 2015, Chicago hosted its first Timmy awards, and ShipBob was voted the [Chicago's Best Tech Startup](#).

In 2019, ShipBob secured 99th spot on the [5000: The Most Successful Companies in America](#) list by INC.com.

Above and Beyond:

When ShipBob was trying different things to understand what would work best for them. Changes in software, policies, and workflows were frequent. In this ever-changing environment, BolsterBiz team was always curious to learn more. Even with the limited training materials, the team managed to learn and apply the acquired knowledge in helping the clients.

The representatives presented ideas to streamline the operations process at ShipBob, which were implemented, and note-worthy results were observed.

The team also provided coverage during weekends and worked overtime whenever required. This way, the tickets won't pile up, and the clients had resolutions to their problems quickly.

The team continuously experimented to understand how we can help the clients more efficiently, one of which was specializing the representatives in specific roles to solve customer queries faster and achieve higher customer satisfaction.

About BolsterBiz

BolsterBiz started off with the sole objective of helping companies reach the next level in their growth story. To do this, we see ourselves as an extension of the companies we work with and firmly believe that our success depends on the success of our partners.

A great idea is not enough to make it a success; we believe that it depends on the effective and efficient utilization of resources to execute the decisions that are taken during this journey in accordance with the needs and feedback of customers.

Want to know more about how BolsterBiz can add value to your organization? Reach out to us at - info@bolsterbiz.com

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