



# **20% Cost Savings Through Modern Support.**

A 120-year-old retailer modernized operations with updated technology and training.



**Retail Customer  
Service**

# Modern Systems That Deliver Real Savings

Rebadging, automation, and analytics reduced costs and improved performance.

## CHALLENGE

For more than 120 years, this leading retail brand managed all customer service and support in-house. As competition increased, maintaining that model became costly and difficult to scale. Outdated systems, limited documentation, and manual processes slowed response times and made it harder to meet rising customer expectations. The company needed a partner who could modernize operations while preserving the personal service that defined its reputation.

## SOLUTION

Five Star Solutions partnered with the retailer to modernize customer support while preserving its in-house culture and expertise.

- **Went onsite** to document processes and observe operations.
- **Created training**, FAQs, and quality standards with client team.
- **Rebadged** the in-house agents as Five Star employees.
- **Transitioned** agents to remote roles for flexibility and scale.
- **Added** automation and digital agents for routine inquiries.
- **Applied** analytics and skill-based routing to improve efficiency.

This phased approach ensured a smooth transition, stronger performance, and measurable savings.

## RESULTS

The retailer's support operations became faster, more efficient, and easier to scale. With automation handling 25% of customer inquiries, live agents could focus on complex requests and deliver higher-quality service. New documentation and training improved agent readiness by 15%, while skill-based routing and auto-note summarization cut average handle time by more than a minute. Overall, support costs dropped 20% without sacrificing the service quality customers had trusted for generations.

### ABOUT FIVE STAR SOLUTIONS

**Five Star Solutions** helps businesses deliver exceptional customer experiences through outsourced service, automation, and AI-driven innovation.

## CAMPAIGN OUTCOMES

### ↓20% Support Expenses

#### Lower expenses with higher efficiency

New systems and automation streamlined support operations while maintaining Five Star's high service standards.

### 25% Self Service Resolutions

#### IVAs and chatbots improved service

*Intelligent Virtual Assistants resolved simple requests and freed live agents for higher-value customer interactions.*

### ↑15% Agent Effectiveness

#### Advanced training tools boosted readiness

Agents trained through Five Star's proprietary platform and avatar-based simulations performed better on day one.

### ↓Handle Time

#### Smart tools → 1-minute reduction

*Next-best-action prompts, call flow guidance, and auto-note summarization increased efficiency and speed.*

### Enhanced Service Consistency

#### Clear documentation → reliable experience

*Comprehensive FAQs, product guides, and procedural standards improved accuracy across over 2,000 products.*

MODERNIZE WITHOUT LOSING WHAT MAKES YOU DIFFERENT.

Learn more:

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