

# Delivering Top-Tier IT Talent to Support Service Desk for Luxury Retailer across Time Zones

## Client Profile

This Auxis client is a globally recognized French luxury goods manufacturer based in Paris with a rich heritage dating back to the 1800s. This client has earned acclaim in the retail industry for its exceptional craftsmanship and commitment to quality across various products, including leather goods, lifestyle accessories, perfumery, and ready-to-wear collections.

Operating in 45 countries, boasting a network of over 300 boutiques worldwide and employing more than 20,000 individuals, this brand is synonymous with exclusivity and sophistication. The brand is known for catering to a discerning clientele with specific needs and expectations.

## Business Challenge

### Need for a reliable, bilingual IT service desk to gain a competitive edge

The client faced a unique set of challenges in its quest for a reliable **IT service desk** partner. The company sought a provider that could provide a **highly qualified retail IT support team which could deliver services across the diverse time zones of their US and Latin America (LATAM) stores.**

Given the discerning nature of the client's customers, the outsourcing provider needed to deliver **customized retail solutions tailored to the luxury boutiques' unique needs.** Unlike typical contact center support profiles, this required specialized services aimed at meeting the high expectations of their judicious customers.

The client's primary focus was on delivering top-tier IT support for their stores, especially for **point-of-sale (POS) systems and assistance with issues like connectivity or printing problems.** The reliability of these systems was critical for delivering seamless retail services, preventing potential sales losses, and maintaining the positive perception of the brand, and delivering an exceptional customer experience.

With the requirement for support during working hours across multiple time zones, bilingual support in English and Spanish, and rapid resolution of incident tickets, the client faced the challenge of finding a partner who could meet these needs seamlessly. They found a partner in Auxis that wouldn't just meet their needs but exceed them.



## Solution & Approach

### Structured and skilled L1 support team covering multiple retail locations

Auxis developed a comprehensive plan to address their challenges by providing **structured and skilled support through dedicated service desk level 1 agents fluent in both English and Spanish.**

> **Ensure Daily Support.** To accommodate global operations, Auxis planned to provide support services seven days a week during business hours and beyond.

The key responsibilities of these agents would include:

- > Gathering incident and request information
- > Troubleshooting end-user-related incidents
- > Communicating with third-party vendors
- > Resolving escalation cases based on agreed procedures
- > Generating customer reports
- > Various IT-related activities assigned by the client's management team

> **Collaborative Training.** Auxis' strategy included developing a comprehensive knowledge base for service desk support agents. By collaborating with the client, **Auxis would create a training manual to establish a foundation for all future training sessions.**



## Results

### An efficient, scalable service desk enabling multi-location operational efficiency

**Auxis' experience working with specialty clients created a solid foundation for our solution to succeed.** Auxis' commitment to providing not only a tailored service desk solution, but also a structured and scalable approach, helped us meet the evolving needs of this high-end luxury brand.

This partnership demonstrated impactful results:



#### Cost Efficiency and Global Coverage

- > **Reduced Labor Costs:** Auxis leveraged its nearshore delivery centers to provide skilled service desk agents at a lower cost compared to local hires, resulting in significant cost savings.
- > **Operational Cost Savings:** The client was able to avoid infrastructural expenses and overheads associated with maintaining a large in-house service desk footprint.
- > **Continuous Operations:** We provided uninterrupted service desk availability, Monday-Sunday, across diverse US and LATAM time zones, aligning with the client's global presence.
- > **Swift Resource Deployment:** Auxis mobilized existing staff for these positions allowing expeditious training, demonstrating agility and responsiveness.
- > **Increased Service Desk Team:** Following a year of operations, the client approved expanding the **service desk team by 50%**, showcasing the client's trust and satisfaction in Auxis.



#### Flexible Collaboration and Consolidated Knowledge Base Creation

- > **Adaptable Contract Adjustments:** Auxis demonstrated transparency by updating the contract and scheduling agents on different shifts to accommodate changing needs.
- > **Rapid Scalability:** The client could choose from **flexible engagement models, adjusting the team size to meet changing needs.** Auxis facilitated quick scaling of support capabilities based on demand or business needs.
- > **Consolidated Training Document:** Auxis created a comprehensive knowledge base for service desk support agents to ensure uniformity and effectiveness in training sessions for current and future staff.



#### Efficient Issue Resolution and Bilingual Support

- > **Reduced Downtime:** The knowledge base significantly improved issue resolution, reducing customer frustration, and enhancing overall end user experience.
- > **Ticket Resolution:** The service desk **resolved approximately 800-900 monthly tickets**, with a significant portion being addressed by the Auxis team in some cases with minimum involvement of the client's IT team.



- > **Diverse Expertise:** Auxis' service desk team is composed of professionals with varied technical skills who are all fluent in English and Spanish, providing access to specialized knowledge.
- > **Enhanced Productivity:** Outsourcing routine support tasks allowed the client's in-house IT team to focus on strategic functions, minimizing downtime.

The partnership between Auxis and this client showcases **the success of a tailored and specialized approach to staff augmentation**. This case called for agents with a high level of understanding of technology, trained to address issues quickly and efficiently to avoid any negative impact on sales or reputation of this high-end luxury brand.

By leveraging the specialized support, cost efficiency, scalability, and unparalleled expertise provided by Auxis, this client solidified its commitment to delivering exceptional retail services while maintaining operational agility across diverse geographies and customer profiles. The results highlight not only the efficiency of the solution but also the collaborative efforts that contributed to building a strong and enduring partnership.

