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Scaling CX Talent on an Accelerated Timeline for Peak Season Performance

Global Cosmetics Brand

Client Overview

Client: Global Cosmetics Brand
Industry: Beauty / Retail eCommerce
Region: Nearshore and offshore CX delivery (LATAM + APAC) supporting U.S. customers
Programs / Services Supported: Voice, Chat & Email Customer Support
Timeframe: Q4 peak season ramp
Team & Model: 380 agents hired and trained via SOFIA; WFMaaS optimization; flexible hybrid delivery model
Languages: English-language support for U.S. customer base
Security & Compliance: Fully aligned to client security requirements and internal compliance standards

The Challenge

The client needed to rapidly **scale 380 customer support representatives** to manage seasonal volume spikes during Q4 — but only had a narrow window to do it. Their captive center was already ***short-staffed, creating risk across SLAs, customer experience, and revenue performance.***

Symptoms Behind the Metrics

- *Severe ramp-time constraints during peak volume season*
- *Understaffed internal operations unable to absorb volume spikes*
- *KPI risk due to limited coverage and adherence gaps*
- *Quality and CX vulnerability with rapid scaling*

Our Approach

1. Rapid-scale sourcing & training through SOFIA
(SOFIA, cxperts' rapid-deployment talent model, enabled parallel hiring, training, and QA readiness.)

All *380 voice, chat, and email* agents were sourced and trained with speed and consistency.

2. Optimize schedules with WFMaaS
Workforce teams adjusted *schedules and staffing dynamically* to maintain SLA, adherence, and coverage stability during ramp and peak.

3. Elevate engagement & performance
Leader availability, team chats, virtual celebrations, and recognition programs created a unified culture despite rapid onboarding.

4. Add specialized support layers
Supervisors, QAs, TAs, and incentives (cash awards, raffles) boosted quality and ensured operational readiness at scale.

What We Built (in an Accelerated Timeline)

- **Hired and launched 380 agents in 38 days**, well ahead of the original **75-day plan.**
- **Voice, chat, and email operations fully staffed** for peak volumes.
- **WFMaaS-driven scheduling** to maintain KPIs during rapid scale.
- **Engagement ecosystem that increased morale, referrals, and performance.**
- Specialized support layers ensuring **quality, readiness, and daily leadership coverage.**

Results

First 90 Days

380 **agents hired and launched in 38 days.**

80% **employee referral rate, fueled by strong eSat (85%) and a family-oriented culture.**

90-93 % **Service levels improved from 77% monthly.**

157% **of projected volume handled post-ramp without degradation.**

80%+ **of New hires reached quality within 90 days, sustaining > 85% long-term.**

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Why it Worked

- **People-first, scalable hiring engine:** SOFIA rapidly sourced, vetted, and prepared talent.
- **Operational stability through WFMaaS:** real-time staffing alignment kept SLAs intact .
- **Culture that accelerates performance:** high eSat and referral rates maintained momentum.
- **Clear playbooks, tight guardrails:** structure kept quality high despite aggressive timelines.

Program Snapshot

Channels: Voice, Chat, Email
Regions: Latin America (nearshore) & APAC (offshore)
Coverage: U.S. customer support for Q4 peak
Support Layers: TAs, Supervisors, QAs, WFMaaS, Incentive Programs
Security & Compliance: Fully aligned to client's internal standards

> *The ability to hire, train, and stabilize hundreds of agents in under six weeks required extreme coordination across talent, workforce, and engagement teams. The structure and playbooks allowed us to scale without sacrificing CX quality.*

— Program Leadership, CXperts —

What We Can Do Next (For You)

- **Launch seasonal surge teams without sacrificing quality**
- **Use WFMaaS to stabilize SLAs during rapid scale**
- **Build high-referral talent pipelines for retail and eCommerce brands**
- **Create engagement programs that support long-term performance .**

Book your CX Strategy Session

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+1 307-337-3002
1603 Capitol Ave, Suite #513E, Cheyenne, WY 82001
connect@cxperts.us

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