

# Customer Service & Call Center for Doughnuts Retailer

## PROJECT DETAILS

 Call Center Services, Customer Service Outsourcing

 Jun. 2024 - Sep. 2024

 \$10,000 to \$49,999

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*"Assistring LLC's performance was excellent all through the project."*

## PROJECT SUMMARY

Assistring LLC provided call center and customer service outsourcing services for a doughnut retailer. The team analyzed the client's processes and developed unique solutions for their customer support.

## PROJECT FEEDBACK

Thanks to Assistring LLC's efforts, the client's customer satisfaction scores increased, and their response time decreased. The team showcased an impressive commitment to quality and customer satisfaction. Assistring LLC maintained open communication channels and provided regular updates.

## The Client

Please describe your company and position.

I am the Chief Customer Officer of Krispy Kreme

Describe what your company does in a single sentence.

The name of my company is Krispy Kreme we are a retailer of premium, high quality doughnuts and coffee.

## The Challenge

What specific goals or objectives did you hire Assistring LLC to accomplish?

- We hired Assistring LLC to help with our call center and customer service operation for more efficiency and productivity.



**Emma Colquhoun**  
Chief Customer Officer, Krispy Kreme



Retail



Frimley, England

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

## The Approach

### How did you find Assistring LLC?

- Online Search
- Referral
- Clutch Site

### Why did you select Assistring LLC over others?

- Pricing fit our budget
- Great culture fit
- Good value for cost
- Referred to me
- Company values aligned

### How many teammates from Assistring LLC were assigned to this project?

6-10 Employees

### Describe the scope of work in detail. Please include a summary of key deliverables.

The customer service team at Krispy Kreme partnered with Assistring LLC for customer service and call center outsourcing. They helped us elevate our customer experience. Initially, we consulted them to determine the best approach for our customer support needs. We opted for their total service package. We went through the typical stages of implementation and their team analyzed our existing customer service processes and identified areas for improvement. Assistring LLC developed unique solutions for our customer support, including agent training and diverse call center services for us, including customer inquiries, issue resolution, order processing, technical support, etc. Through this partnership, we enhanced our customer satisfaction ratings and improved our customers shopping experience.



## The Outcome

### What were the measurable outcomes from the project that demonstrate progress or success?

Our decision to partner with Assistring LLC is one of the best decision Krispy Kreme has ever made. Partnering with Assistring LLC has made us achieve remarkable success in customer experience enhancement. Our customers report higher satisfaction scores due to fast resolution times and efficient communication. As our response time decreased significantly, allowing for more efficient management of customer inquiries. Also our Customer complaints have decreased significantly, reflecting improved product quality and excellent support. Sales have also increased due to the improved customer experience, enhancing business growth and sales revenue.

### Describe their project management. Did they deliver items on time? How did they respond to your needs?

Assistring LLC project management skill was quite excellent as our collaboration with Assistring LLC resulted in significant change in our operation efficiency rate. Their team maintained open communication channels, providing regular updates and efficiently addressing our challenges and concerns. This effective approach ensured easy integration of their services into Krispy Kreme retail operations.

### What was your primary form of communication with Assistring LLC?

- Virtual Meeting
- Email or Messaging App

### What did you find most impressive or unique about this company?

Assistring LLC's performance was excellent all through the project which we were highly impressed about. We were highly impressed with Assistring LLC commitment to quality and customer satisfaction. Their team understood our business processes and positioned their services to fit our brand values



.Their team resilience attitude towards the project is highly impressive. All through the project , they didnt let challenges or obstacles affect their performance. Their team of experts found new ways to increase efficiencies and exceed targets.

## Are there any areas for improvement or something Assistring LLC could have done differently?

We didnt identify any room for improvement we were highly satisfied with Assistring LLC. Their team worked hard ensuring they accomplish our goals. Throughout the project, Assistring LLC demonstrated exceptional capabilities that far surpassed our expectations they demonstrated the ability to balance innovative thinking with practical solutions, ensuring our objectives were seriously dealt with and they exceeded our expectations.

