

# 6-Day, Contact-Free Implementation Gives Major Home Appliance Company Virtual Product Support for Leading Retailer

Solution allowed both the home appliance client and a major retailer the ability to rapidly adjust to business challenges and meet their customers' needs.



## SITUATION

The COVID-19 marketplace disruption prohibited 3rd-party brand representatives entering retail stores and allowed only curbside pick-up or home drop-off. This prevented a major home appliances company from supporting up to 160 in-store associates by answering their product questions, and left retailers at which the appliances were sold without the support they needed.

MarketSource met virtually with the client on Friday, March 27, 2020 to understand the client's need.

## SOLUTION

MarketSource quickly assembled a cross-functional team to scope out an expedited solution. Regional field trainers were immediately engaged, an inbound voice/text capability was implemented, laptops were configured, and headsets were shipped. MarketSource delivered remote training and expedited the creation of a dedicated dual-voice/text hotline to support 1,000 retail stores with MarketSource's virtual support staff. By 3:00 p.m. on April 2<sup>nd</sup>, the entire solution was tested and went live later that same day.

## RESULTS

The ability for MarketSource to rapidly activate a cross-functional team allowed it to deliver a fully-enabled, people-process-technology solution to the client within **6 calendar days**. The entire process was managed virtually. The client was delighted with the quick turnaround and immediately offered the solution to one of their key consumer electronics retailers. As a result of MarketSource's solution, both the home appliance client and the retailer were able to quickly adjust to the challenging business environment while still meeting customer needs.