



INCREASING CUSTOMER SATISFACTION AND ENHANCING THE BRAND IMAGE WHILE CUTTING CUSTOMER SERVICE COSTS BY UP TO 60%.

**THIS GLOBAL TOY COMPANY LEARNED THAT C9 DIGITAL DOES
NOT PLAY AROUND WHEN IT COMES TO DELIVERING RESULTS.**



Estimated Staff of 200-300 with offices
throughout North America, Europe, and China



AMAX Group International is a leader in consumer electronics manufacturing and design. For over two decades, AMAX Brands has continued to develop high quality and innovative consumer electronics products in a market that spans the globe. AMAX Group USA is a Texas-based \$50-million subsidiary of this global brand that manufactures and markets consumer drones, RC cars, and other remote-controlled toy products.



SITUATION

AMAX Group USA is a relatively new start-up based in Texas that manufactures consumer-grade drones and toy products under the globally recognized AMAX Brands. It is currently reputed to be one of the biggest toy manufacturers in North America.

AMAX Group USA has relied on the traditional marketing method of deploying sales teams to physically introduce and market products to major retailers such as Walmart, Costco, Target, and Kroger, among others. Soon after, the company felt the need to benefit from a dedicated customer service system to deal with its growing technical sales, and after-sales customer support channels.





ACTION

C9 Digital was sought by the company's CEO to help establish a dedicated customer care team to handle its ever-growing clientele. At the same time, the partnership will also cater to the seasonal demands of the toy retail market. One of the primary objectives of C9 Digital was to develop a tailored customer care system at a competitive cost to the client.

C9 Digital extensively studied and analyzed AMAX Group's business model to come up with a comprehensive and complete customer support system. It designed a steadfast structure for the AMAX Brands' Customer Service Team. The system comprised of a two-week specialized new hire training module for phone, email, and live chat support, as well as a seamless QA system and after-sales customer retention framework.

As an added value bonus, C9 Digital strategically assisted AMAX Group USA in developing its recruitment, operations, stock and inventory management, logistics, and distribution infrastructure from the ground up. C9 Digital also recruited and selected the best-qualified customer service agents from the Philippines, thereby reducing costs without sacrificing quality.

Number of Staff Hired with C9 Digital

9 (nine) Full-time Customer Service
Support Specialists



RESULTS

- ✓ C9 Digital deployed the best customer service team for AMAX Group, spending no more than \$13,000 per month for the entire team. Compared to similar teams based in North America which could cost more than \$28,000 for locally-hired agents, C9 Digital guaranteed savings of no less than 60% in payroll costs for AMAX Group.
- ✓ C9 Digital also helped reduce costs that could potentially impact revenues during the off-season in the toy retail industry.
- ✓ C9 Digital was able to boost customer satisfaction, thereby ensuring retention as a result of its customer care process. It rapidly responded to after-sales customer complaints, improved brand reputation, produced higher repeat business rates, and generated positive online reviews from satisfied customers more than ever.
- ✓ C9 Digital was able to establish an expansive footprint in the toy manufacturing industry, as well as further strengthening the AMAX Group brand in the digital and online environment.



C9 DIGITAL

www.c9digital.com/

