



**A COMPREHENSIVE CUSTOMER SUPPORT PLAN
FOR A TOP US-BASED DRONE MANUFACTURER,
BRINGING ITS MARKET REPUTATION AND
GLOBAL FOOTPRINT TO HIGHER ALTITUDES**



Staff headcount estimated
at 500 worldwide



Propel makes high-quality remote-controlled drones and other flight devices. It was founded in the United States back in 2006 and has an estimated value of \$90 million. Propel RC USA is one of the leading consumer drone makers in the United States.



SITUATION



As one of the leading remote-controlled drone manufacturers based in Texas, Propel has lived up to its name as one of the most outstanding brands in the industry. It is also one of the few prominent drone brands that have become popular among movie fanatics with its Star Wars Collector's Edition series that featured its Battle Quadcopter models based on the iconic spacecrafts from the movie franchise such as the X-Wing, Tie Fighter, and the Speeder Bike.

As Propel's sales went up, so did their need for more efficient after-sales support. The company started having issues keeping up with support demand from customers as evidenced by the growing volume of inbound phone calls, live chat, and email support tickets coming through their website and other channels. This resulted in complaints and negative reviews online ultimately affecting its brand reputation among customers and business partners.

In order to improve the company's market reputation and to broaden its footprint in the global market, the company decided to strengthen its customer service support program. Thus, Propel partnered with C9 Digital to develop strategies related to customer support using phone, email, live chat, and social media channels. The main objectives for C9 Digital were to improve customer call handling and response, after-sales support, issue resolution, and address the growing volume of support tickets from customers.



ACTION

C9 Digital developed a customer-centric support plan that assured a 100% response rate, quick case resolution, and the generation of online five-star reviews from customers to boost the Propel brand's corporate and market reputation. The aim was to establish a balance between providing exceptional outsourced customer support to handle inbound call traffic and remain cost-efficient.

C9 Digital identified five key issues for the increasing inbound call volume. These were then used to train a carefully selected Philippines-based support team to man Propel's phone support channel.

Also, C9 Digital developed personalized email support templates based on common issues identified from the support tickets submitted by customers. An email support team was then put together to handle the company's email support front.

A similar process was also used for deploying the Live Chat and Social Media support team. Automation tools and software applications were put in place to speed up and optimize live chat and social media support.

As an added value, C9 Digital also provided multilingual customer support in English, French, Italian, and Spanish, at no additional cost to Propel. All these were executed at minimal costs without affecting the quality of performance required from all support teams.

Number of Staff Hired with C9 Digital

70 full-time customer support staff supporting English, Spanish, French, Italian and German languages.



RESULTS

- ✓ Propel's BBB review went up to an 'A+' rating from an 'F' rating in three years since the reforms were put in place by C9 Digital. The company saw a massive improvement in online reviews on retailer websites and their BBB business profile.
- ✓ The C9 Digital Customer Care team performed exceptionally well by being able to respond to all customer issues within 24-48 hours and dramatically improved brand reputation, generated more repeat business, and increased positive reviews.



C9 DIGITAL

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