

## Operational Excellence Results in Increased Satisfaction

**Customer:**

GALANZ

**Website:**

www.galanz.com

**Location:**

International

**Industry:**

Manufacturing

**Customer Profile:**

GALANZ is an international appliance manufacturer headquartered overseas and operating in 52 locations throughout the country.

**Services:**

- Product Sales
- Technical Support
- Customer Service
- Customer Surveys
- Multi-Channel Support

**TeleDirect**

1-800-776-1081

sales@teledirect.com

www.teledirect.com

**The Challenge:**

Our international client chose TeleDirect to leverage our 54 years of experience working with U.S. based consumers. Seeking a collaborative partner with strong operational experience to build a customer service model to support their growing customer base in the retail channel, GALANZ required an effective solution to:

- Understand the domestic market
- Bridge the cultural gap in service expectations
- Manage seasonal increase in customer inquiries
- Measure customer satisfaction

**The Solution:**

TeleDirect developed an end-to-end customer support model to provide GALANZ feedback on product quality and customer satisfaction in North America. Our measured efforts allowed GALANZ to successfully launch new licensors and retailers resulting in:

- Increased product adoption and sales
- New insight regarding customer needs
- Meeting licensor & retailer SLA requirements
- Improved product improvement opportunities