

CUSTOMER EXPERIENCE >> RETAIL & ECOMMERCE

From 25% Below Target to 92% CSAT in Three Months.

How Amalga built a bilingual CX team from the ground up, closed a C2 English hiring gap, and delivered 92% CSAT and 64% NPS across three global markets, all within 90 days.

THE CHALLENGE

CSAT And NPS 20–25% Below Target Across All Markets

An omnichannel apparel retailer with operations across the U.S., Mexico, and Spain was missing its CX targets by 20–25% across every market. In-house teams could not keep pace with volume or quality standards, and the existing vendor had failed to solve a critical hiring problem: finding candidates with C2-level English proficiency for the U.S. market.

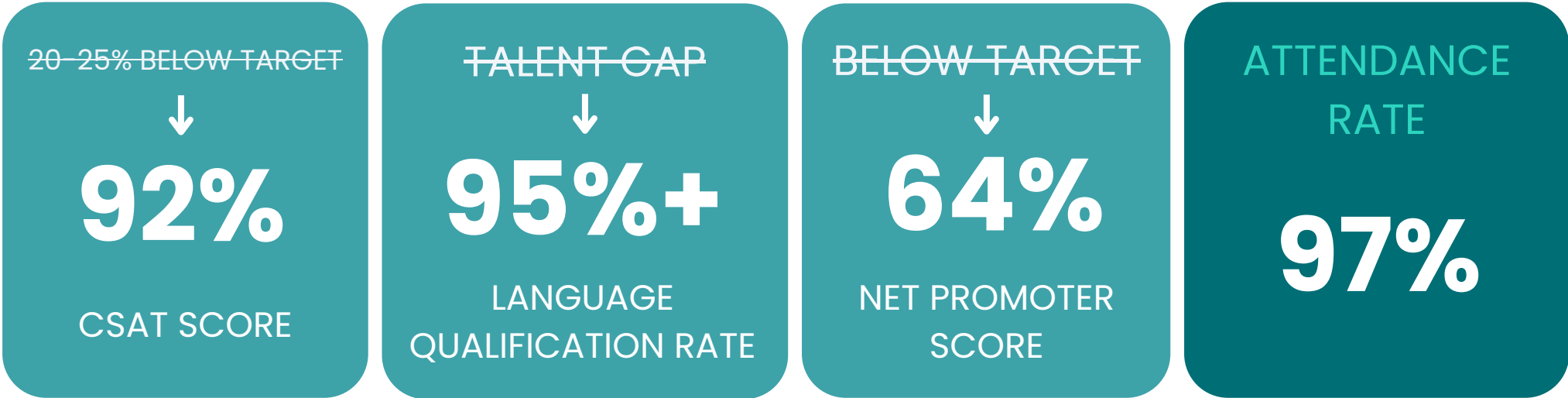
Every unfilled seat was a seat delivering below-target customer experiences and the gap was not closing on its own.

THE SOLUTION

A Dedicated CX Team Built, Trained, And Live In Under Three Months

- Built infrastructure and hired C2 English teams in under a month.
- Implemented COPC-aligned quality and performance frameworks.
- Expanded to 24/7 multi-market coverage with 97% attendance rate.

THE RESULTS



“The level of communication and quality of the entire implementation has become a blueprint for the rest of the organization.”
– CX and Quality Global Head

“The commitment and experience provided to this new project implementation was above the initial expectations.”
– Global Operations Director

AT A GLANCE

INDUSTRY

Retail & eCommerce

MARKETS

U.S., Mexico, Spain

SERVICES

Customer Service, CX, Escalations, Billing & Invoicing

TEAM

55 Agents

CHANNELS

Phone, Chat, Email

LANGUAGES

Bilingual (EN/ES)

SERVICE MODEL

Managed Services • BPO

KEY TAKEAWAYS

- ✓ 92% CSAT reached from 20–25% below target in 3 months
- ✓ 64% NPS delivered and sustained across all markets
- ✓ C2 English talent gap closed in under 2 months
- ✓ Ops team built in under 1 month, no long ramp
- ✓ 97% attendance sustained ongoing
- ✓ Implementation became a blueprint for the broader organization

RESULTS TIMELINE



Ready to See Results Like These?

We'll Audit Your CX Operation for Free

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