

Timex



About Timex

Timex Group designs, manufactures and markets innovative timepieces and jewelry globally. Timex, founded in 1854, has expanded to become Timex Group, a privately-held company, with several operating units and over 5,000 employees worldwide. One of the largest watch makers in the world, Timex Group companies include the Timex Business Unit (Timex, Timex Ironman, Nautica, Marc Ecko and Helix); Timex Group Luxury Watches (Salvatore Ferragamo); Sequel (Guess, Gc) and Vertime (Versace).

Timex Group built its reputation as the pioneer in timekeeping by harnessing the power and possibility of time. From the first clock and wristwatch they produced through data integration – from classic, time-honored designs through exclusive, luxury collector's pieces – Timex Group companies continue to deliver unparalleled quality to highly diverse and global customers.

The Need of the Client

Timex required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the resource-intensive nature of lifestyle products' delivery, time of handling and resolution of tickets raised was of essence.

Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of Timex. This included a variety of complementary services, built around the core solution consisting of providing inbound call and email support to Indian customers regarding their complaints and enquiries.

Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

Timex gained the utmost in terms of client satisfaction, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the business of the client was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for Timex into our existing processes so as to evolve our services for the tech-driven future!