

# Genisys BPO – Email Support Services



## Customer



## Introduction

The customer is a US based leading email marketing company helping small businesses, associations, and nonprofits connect with their customers. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships for over 200,000 customers.

## Website

[www.constantcontact.com](http://www.constantcontact.com)

## Challenge

Constant Contact was looking for a steady partner that could provide 365 days email based support services for their customers. While customer service skill set was a pre-requisite, the challenge was to focus on customer satisfaction based on technical expertise. Considering that Constant Contact already had a bad experience with a previous business partner, they were particularly concerned about the quality of service.

## Location

Boston, MA  
USA

## Solution

Genisys has been handling technical expertise with a quality conscious mindset. Steadily, Genisys has gained the momentum and applause for consistent, quality delivery within prescribed TAT.

## Industry

Email Marketing

Having had a stable relationship with customer it was always easier for both the parties to have trust on one another to ensure smooth transitioning and functioning of further scale-ups on the process.

## Solution and technology

Email Marketing and  
Survey Tools

With an excellent team of individuals having great communication, customer service skills and technical know-how, Genisys has been able to deliver to Constant Contact just about what they want - consistent quality service. Genisys designed its own software tools that enable the agents in India and at the client side to easily search knowledgebase articles. Providing a heads-up on technical issues was also a priority for Genisys. Such value added inputs gained Constant Contact's confidence and led to growth of the team.

## Benefits

The philosophy was "Do what you do best and leave everything else to an efficient business process outsourcer". While Genisys took care of customer care solutions, Constant Contact is happy to see the satisfied customer base expanding as rapidly as possible. Constant Contact has seen a ten fold increase in its customer base since the start of outsourcing of email process to Genisys. Genisys at the same time is putting up the resources, leaner SOPs and automation tools for better services. Genisys helped in saving the client's precious time and resources and also allowed the client to focus on expanding their customer base as their core competency.