



CASE STUDY

THE RISE OF A UK E-COMMERCE GIANT THROUGH STRATEGIC OUTSOURCING

Introduction

Bombinate emerged in the summer of 2018, conceived along the ancient Silk Road, with a vision to connect customers with a new generation of artisans and craftsmen. Based in the UK, Bombinate is committed to delivering Limited Editions of high-quality clothing, accessories, and lifestyle goods. Their mission is to consolidate a consciously curated wardrobe, celebrating the brands behind them, utilizing third-party e-commerce platforms to enhance reach and service.

Challenges



- **Resource Strain:** The substantial resources required for maintaining an in-house customer support team were becoming untenable, necessitating outsourced retail management.
- **Cost Prohibitive:** As an early-stage company, the financial implications of a 24/7 customer support team were significantly burdensome, pointing to the need for outsourced customer support.
- **Technology Investment:** Staying abreast of the rapidly evolving customer support technologies was a persistent hurdle, demanding e-commerce technology scalability.

Solutions

To address these challenges, FBSPL implemented a comprehensive strategy comprising the following services:



Resource Optimization: Transitioned from an in-house support team to FBSPL's specialized customer support team, significantly reducing the response time and alleviating resource strain through outsourced customer support.



Cost Efficiency: Implemented a more economical customer support structure, reducing the annual budget for customer service by 20% with outsourced retail management.



Technology Enhancement: Recommended and implemented efficient CRMs, ensuring seamless management of customer interactions and data, enhancing e-commerce technology scalability.

Approach & Outcomes

Our team's commitment significantly reduced customer response times from a week to 24 hours and increased customer ratings from 3.4 to 4.9, leading to an 8% sales boost in the first quarter. The collaboration led to substantial benefits:

Scalability & Cost Savings

Outsourcing allowed Bombinate to flexibly **scale their team and reduce costs** through outsourced customer support.

Focus on Core Competencies

Freed to focus on core activities, **Bombinate increased its revenue by 64%**, leveraging outsourced retail management.

Processes and Workflows

Enhanced operational efficiency and quality assurance measures led to an **18% revenue increase year over year**.

Conclusion & Future Outlook

FBSP's targeted solutions and diligent execution transformed Bombinate's customer service operations, leading to improvements in satisfaction, efficiency, and growth. The partnership resolved challenges and laid the groundwork for sustained success and innovation through outsourced customer support and technology scalability.

Client Feedback

"I have been incredibly impressed with your professionalism and efficiency. Your team's responsiveness and thoroughness have set a benchmark in customer service. Other companies should follow your example!"

Connect with us for tailored e-commerce solutions that empower your business.

