

Global Luxury Brand North America Transformation

\$5.3M in Efficiency Gains and Technology
Improvements Identified by COPC

\$5.3M+

Identified Savings

\$2.5M

Technology-Driven Savings

~35%

Fewer Process Steps

CLIENT

Global Luxury
Goods Brand

CHANNELS

Voice, Chat, Email,
and Social

ENGAGEMENT

Client Relations:
Assessment and
Transformation Strategy

OUTCOME

\$5.3M+ in Identified
Efficiency Gains, Phased
Transformation
Roadmap

ABOUT THE CLIENT

The client is one of the world's most recognized luxury brands, with retail stores in major cities worldwide. It is part of a global luxury goods group with a portfolio of well-known brands.

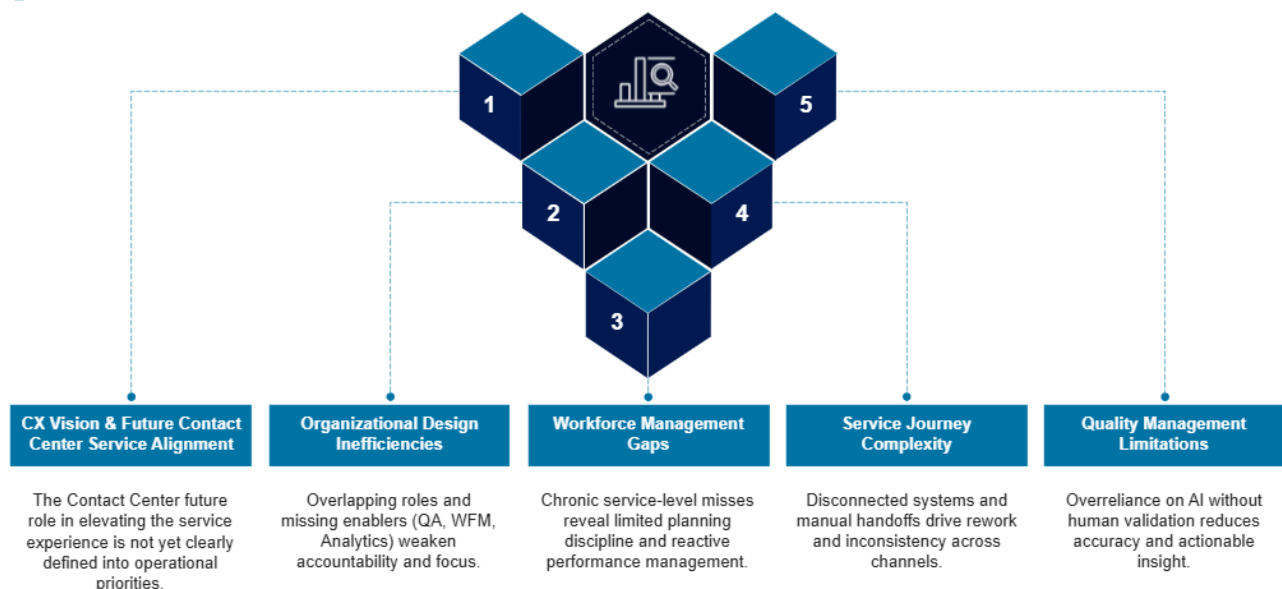
The client's North American client relations division provides support through voice, chat, email, and social channels. The team handles inquiries ranging from retail store appointment scheduling and repair services to order management and returns.

WHAT THE ASSESSMENT FOUND

The client relations division had grown organically alongside the brand's expanding client base. Leadership recognized that the operation was ready for a structured transformation to match the luxury service standard the brand is known for.

A COPC Inc. assessment identified five areas where targeted investment could elevate both customer experience (CX) performance and operational efficiency:

FIVE INTERCONNECTED GAPS LIMITING CX AND OPERATIONAL PERFORMANCE



- **CX vision and alignment.** Leadership recognized an opportunity to define how the client relations division should contribute to the broader client experience, translating brand standards into operational priorities.
- **Organizational design.** The team had expanded to meet growing demand, and a more intentional structure with dedicated support functions in quality assurance, workforce management, and analytics would sharpen focus and accountability.
- **Workforce management (WFM).** Adding a dedicated WFM function would shift the operation from reactive staffing to proactive capacity planning and improve service-level consistency.
- **Service journey complexity.** Tighter integration of customer relationship management (CRM), enterprise resource planning, and logistics tools would reduce manual handoffs and create a more seamless experience across channels.
- **Quality management.** Complementing existing AI monitoring with structured human evaluation would strengthen coaching, improve accuracy, and separate systemic business intelligence from individual performance management, closing a gap the current AI-only approach couldn't address.

These areas are interconnected. Addressing them together creates compounding returns: disciplined WFM stabilizes staffing, stronger quality oversight sharpens coaching, and clearer service journeys ensure technology investments translate into lasting operational change.

COPC'S APPROACH

COPC conducted a current-state assessment with a focus on the following key areas:



ORGANIZATIONAL DESIGN

COPC mapped the current organization and designed a structure to sharpen accountability and add capabilities that the operation needed to scale. Phase 1 streamlined leadership layers, consolidated six assistant manager roles, and established dedicated WFM, quality, and learning and development functions. This reduced the staffing requirements by 16 percent, while adding capabilities that would drive long-term performance.



SERVICE JOURNEY DESIGN

COPC blueprinted three high-impact service journeys: retail store appointment scheduling, repair and service, and returns. Each was mapped end to end, quantifying process steps, friction points, and efficiency gains. Across the three journeys, process standardization and system integration could reduce total steps by 25 to 35 percent. The retail store appointment journey alone accounted for \$350,000 in recoverable labor costs, while the returns process (322 steps in its current state) showed the largest opportunity for step reduction.



QUALITY MANAGEMENT REDESIGN

The division had invested in an AI monitoring tool as its primary quality evaluation method. COPC recommended building on that foundation with a blended quality assurance (QA) model. This involved pairing AI-driven business intelligence for systemic pattern detection with structured human evaluation for coaching and performance management. The redesigned program expanded monitoring coverage across all four service channels. It also added a routine calibration cadence, a defined coverage strategy, and a clearer separation between systemic insights and individual coaching.



TECHNOLOGY ENABLEMENT

COPC identified four categories of technology-driven improvements representing \$2.5 million in estimated annual savings. These ranged from automating workflow steps in CRM and logistics tools to deploying proactive notifications that would resolve common client inquiries before they reached an agent.

IDENTIFIED SAVINGS

COPC's assessment identified \$5.3 million or more in annual efficiency gains across five transformation priorities. Each estimate was derived from COPC's efficiency calculator using the client's actual FTE distribution, contact volumes, and operational data.

TRANSFORMATION PRIORITY	EFFICIENCY GAIN	ANNUAL SAVINGS
Technology Enablement & Integration	40%	\$2.5M
Organizational Restructure & Role Clarity	16% reduction	\$1.2M
Knowledge Management & Enablement	25%	\$900K
Skills Gap Remediation & Leadership Capability	15% improvement	\$350K
Quality Design & Governance	15% improvement	\$350K
TOTAL IDENTIFIED SAVINGS		\$5.3M+

CONCLUSION

The client's leadership recognized that their client relations division had the potential to become a stronger extension of the brand's luxury service experience. COPC provided the structured assessment, operational and technology expertise, and data-driven analysis to turn that ambition into a concrete plan. The result: over \$5.3 million in identified efficiency and technology gains, a redesigned organizational structure, three fully blueprinted service journeys, and a modernized quality framework. The client now has a phased transformation roadmap to elevate the division while reinforcing the service standards its clients expect.

ABOUT COPC INC.

Founded in 1996, COPC Inc. is the global authority on transforming customer experience (CX) operations. As the pioneers of CX certification and the architects of the COPC CX Standard, the company provides the rigorous management framework iconic brands rely on to unify the service journey across every channel. COPC Inc. is the only firm that provides all the advisory, research, training, certifications, technology and implementation expertise necessary to bridge the gap between high-level CX strategy and operational execution. By taking a methodical, journey-first approach, COPC's seasoned experts do more than just deliver a strategy; they implement the required changes to optimize performance, drive brand loyalty, and future-proof CX operations.

COPC Inc. is headquartered in Winter Park, FL, United States, with operations in Europe, the Middle East, Africa, Asia Pacific, the Americas, India and Japan. www.copc.com



Facing similar challenges?

Let's talk about what it would take to do the same in your operation.

www.copc.com