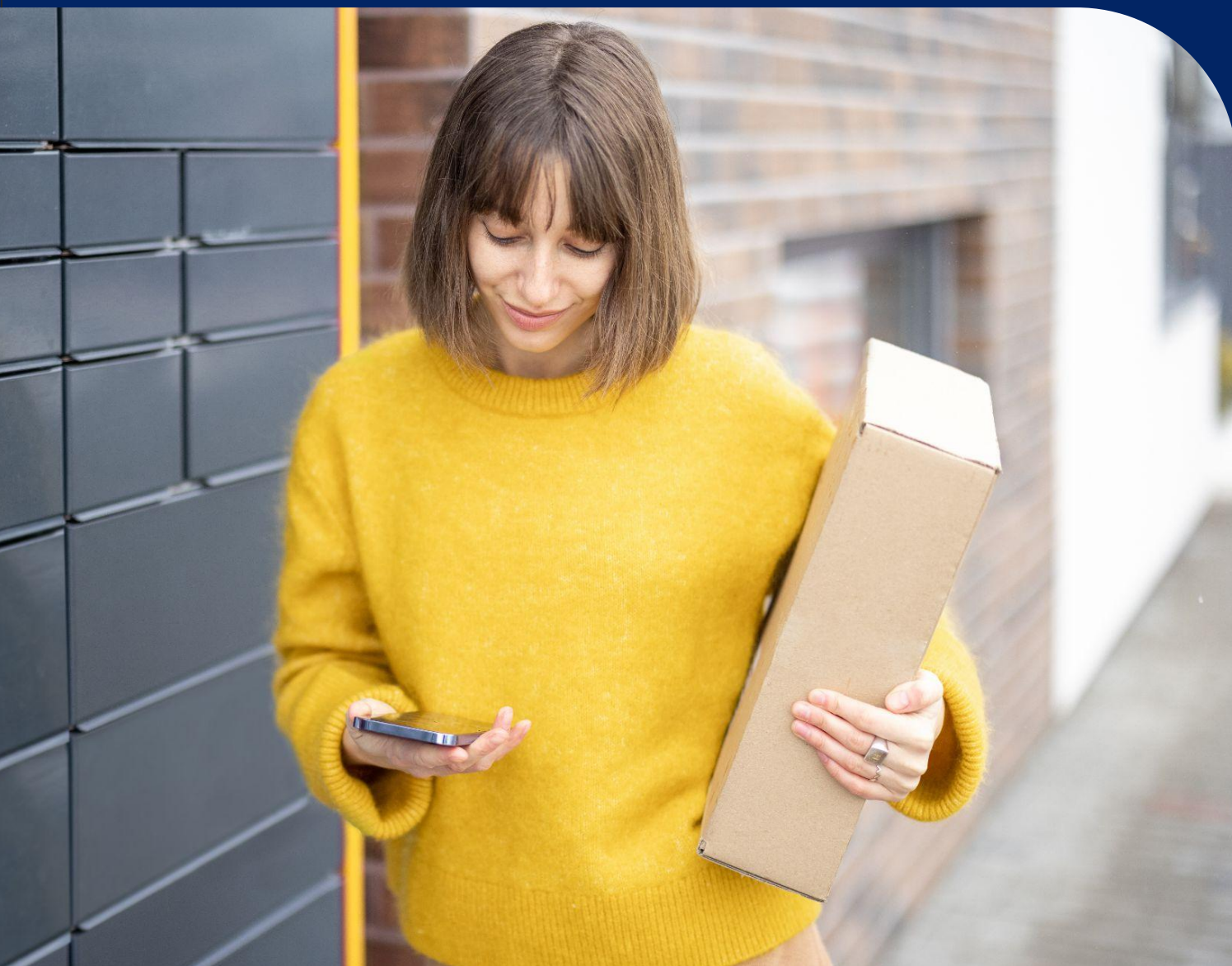




Case Study

How a Global Ecommerce Platform Generated \$32M+ through Upselling

Rigorous training and a consultative approach drove higher sales and CSAT

The Challenge

Decreasing churn

The fierce competition in retail and ecommerce puts mounting pressure on companies to increase revenue and customer satisfaction. Upselling is a proven strategy to boost average order value and loyalty, but successful implementation is often challenging.

A leading multichannel ecommerce and web development platform needed to boost sales, decrease churn and enhance its platform's value proposition to both merchants and buyers.

Expanding its global footprint into APAC and EMEA was also a priority. What's more, cost pressures required reducing budget for Tier 2 support for its key enterprise clients.

The Solution

Expanding scope of work

The company has been a longtime TaskUs partner since 2016 for merchant support. Sales leaders awarded us with new work, including white glove and Tier 2 support spread across multiple sites around the world. We supported multiple languages: English, Korean, Thai, Mandarin, Malay, Hindi, French, Italian, Spanish and German.

Forming an expert sales team

First, we identified the right candidate profile and implemented a rigorous selection process to hire top talent. Next, we improved the platform's in-house training program, which was initially designed as a remote and self-paced curriculum.

We used a facilitator-led approach and added interactive learning modules. Experiential training was also key to build necessary skills to drive sales. We simulated a client store environment to provide hands-on training and continued to upskill teammates even after the program launch.

Enhancing workflows

We developed custom workflows for a new channel (WeChat) and refined existing merchant assessment processes to focus on consultative care and resolution-driven upselling. By increasing visibility into merchant store metrics, we provided data-driven recommendations to improve performance and proactively identify sales opportunities.

Streamlining the customer journey

To ensure a seamless customer experience, we streamlined transitions between service channels (email, chat and voice). Teammates provided resolution summaries via email to enhance transparency and customer satisfaction. We also created a dedicated communication channel where team members could share best practices, fostering collaboration, innovation and increased performance.

The Results

**\$32,000 Average Revenue
per Teammate**
(1,000+ teammates in this campaign)

19% Upselling Conversions
(vs 12–15% target)

85% CSAT
(vs 80% target)

88% Quality Score
(vs 85% target)

About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in the fastest-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, Technology, FinTech, and HealthTech. As of June 30, 2024, TaskUs had a worldwide headcount of approximately 51,700 people across 27 locations in 12 countries, including the United States, the Philippines, and India.

For more information, please visit:

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