

Swanson Health Products Uses Stella Connect to Monitor and Motivate Outsourced Contact Center Team

Swanson Health Products (SHP) is a leading online and catalog retailer of low-cost healthy living products, including vitamins, dietary supplements, organic foods, and more. With a focus on making a difference in people's lives through health and wellness, providing customers with exceptional service is at the core of the company's business.

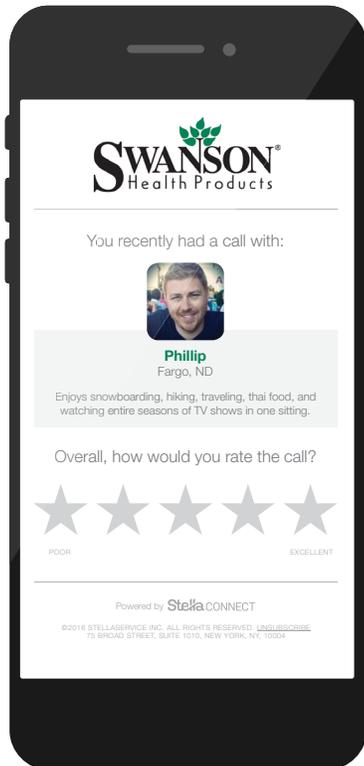
SHP partners with a third-party provider to help manage customer service via phone, email, and chat. This outsourced team works alongside SHP's in-house customer service agents.

SHP leverages **Stella Connect** to:

- Help understand individual agent performance across both in-house and outsourced customer service teams
- Maximize training and coaching opportunities
- Drive team morale and engagement

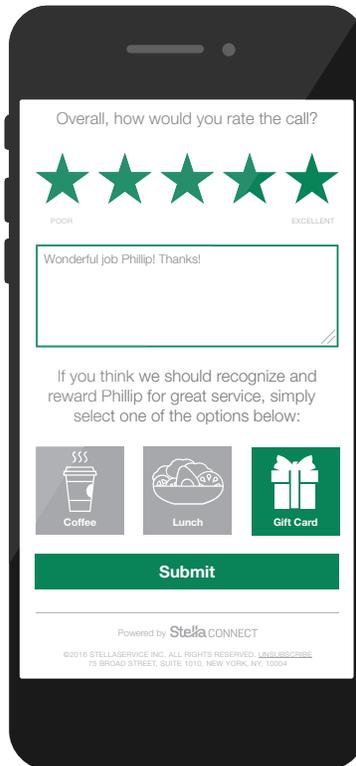


Results



40%

Average response rate to Stella Connect feedback requests



66%

Of respondents leave a comment, providing rich qualitative feedback

The high volume of immediate and detailed feedback collected through Stella Connect enables SHP to understand individual agent performance at a highly granular level. The company uses these insights to:

- Recognize and reward top performers
- Continually motivate front-line staff
- Develop custom training programs for agents who have received negative feedback
- Spotlight any variances in the performance of in-house vs. outsourced teams

“Stella Connect gives us incredible visibility into the performance of our in-house and outsourced service teams. The constant flow of customer feedback enables us to monitor performance of individual agents in real-time, while also motivating and engaging our service teams.”

— **Rex Dahl**, Senior CSC Operations Manager, Swanson Health Products