

ClearSource delivers premium customer support for high-end lifestyle brands.

Specializing in products for indoor or outdoor use, our teams are intensely trained in each product, enabling them to deliver expert, first-contact resolutions that enhance brand loyalty and customer satisfaction.

Key Lifestyle Services

Health and Wellness

Comprehensive Product Knowledge



Our customer service representatives undergo extensive training and hands-on experience with lifestyle products to ensure they understand each product's unique features and benefits.

First-Contact Resolutions



ClearSource's agents resolve customer inquiries quickly and accurately, minimizing the need for follow-ups and maximizing customer satisfaction.

Flexible Support Solutions



Services are designed to adapt to each brand's specific needs, from troubleshooting to post-purchase support, ensuring a seamless customer experience.

Relationship Driven Approach



Focusing on empathy and personalization, we foster long-term relationships, increasing brand loyalty and customer retention.

CASE STUDY:

ClearSource Delivers for Lifestyle Brand

In 2019, a lifestyle and e-commerce company aimed to revamp its Customer Experience (CX) strategy to enhance customer and dealer satisfaction. ClearSource was selected to lead this transformation.

Challenges:

- Escalations to CEO via social media, signaling poor customer experience.
- Low CX sentiment among both customers and dealers.
- High rates of incorrect parts being shipped.



Actions Taken:

ClearSource collaborated closely with the company to redesign its support model, which included the following:

- Revising roles and creating a Tier 4 escalation team for emergency cases.
- Dropping email as a customer service channel to focus on more effective methods.
- Adding a CSAT Master role to address and improve negative reviews.
- Implementing new training and learning management systems (LMS) for agents.
- Streamlining the escalation pathway to make processes more efficient.
- Utilizing data analytics and post-case surveys to drive CX improvements.
- Regular collaboration through daily huddles and weekly reviews to track performance.



RESULTS:

ClearSource's involvement delivered significant improvements in key customer service metrics between 2019 and 2022:

Agent Satisfaction: Increased from 74.4% to 95.9%.

↑ 95.9%

Ease of Resolution: Improved from 67.3% to 92.8%.

↑ 92.8%

First Call Resolution: Jumped from 43.7% to 76.1%.

↑ 76.1%

Expedited Shipping: Reduced from 26.9% to 0.4%.

↑ 0.4%

Parts Resolution: Increased from 41.0% to 83.9%.

↑ 83.9%

Helpline Calls: Dropped from 19.4% to 4.6%.

↓ 4.6%

Video Troubleshooting Utilization: Grew from 4.8% to 34.1%.

↑ 34.1%

- Handled a surge in customer requests due to supply-chain issues
- Deployed 15 agents to reduce wait times and improve service quality
- Expanded to offshore and nearshore locations in 90 days
- Achieved 90%+ QA scores, <3% attrition, and 94-98% SLA performance
- Evolved from a 60-day project to a full-time partnership

[Learn More](#)

Testimonials from Lifestyle Partners:

"I trust ClearSource with our business as if they are part of our company. Their passion for our brand and our customers is clear, and when issues arise, their entire team – from the front line to senior management – are there with us to identify the root cause, share insights on things we can do better, as well as take ownership for getting the service experience back on track. I couldn't ask for a better extension to our team."

– VP, Customer Experience & Service

"We have been working with ClearSource for about two and a half years now. What started off with a plan to work with them for a couple of months has turned into a long-term solution with which we are very happy and impressed. From the first interactions with ClearSource, they have made us feel very important to them. Each interaction has been very personable and professional. Starting with about 20 agents and quickly scaling up to 100+ has been seamless. Their attention to quality and detail is exceptional. They go above and beyond to make sure that everything is handled and are usually a step ahead of us. We are very impressed with ClearSource and are thrilled that they are a part of our team."

– Health & Wellness Partner, Senior Manager, Customer Service Operations