



Innovative,  
multilingual  
buyer support



Case study

Innovative, multilingual buyer support



## Client profile

Founded in Berlin in 2008, Zalando is Europe's leading online multi-brand fashion destination. The company is building a pan-European ecosystem for fashion and lifestyle e-commerce, along two growth vectors: Business-to-Consumer (B2C) and Business-to-Business (B2B). In B2C, it provides an inspiring, high-quality multi-brand shopping experience for fashion and lifestyle products to more than 52 million active customers across 25 markets.

## Industry

E-commerce (Fashion and Lifestyle)

## Operational overview

For over a decade, Zalando has partnered with TP to enhance its customer care capabilities. Since 2011, this collaboration has delivered scalable, multilingual, and flexible customer support solutions that address the challenges of a growing and dynamic E-commerce sector.



## Support services

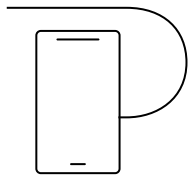
**End-to-end customer service** to consumers and sellers

**Comprehensive social media engagement**, including community management and reputation building

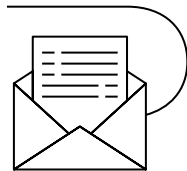
**Multilingual partner care** addressing operational, technical, and commercial inquiries

**Tailored solutions** to efficiently manage seasonal fluctuations in service demand

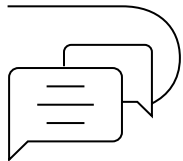
## Channels



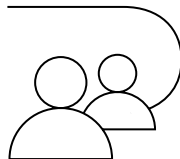
Phone



Email



Chat



Social media

### Locations

Customer care operations are strategically delivered from global locations, including Poland, Albania, the Czech Republic, Senegal, Greece, Morocco, Kenya, Romania, Peru, Lithuania, Colombia, Egypt, and Ghana.

## Business challenges

### Seasonality and scalability

Zalando experiences significant seasonal peaks in customer service demand during key shopping periods such as summer and winter.

These surges required rapid and scalable staffing solutions to ensure continued service excellence.

Rapid expansion into new markets adds pressure to scale processes efficiently while upholding high-quality standards.

### Flexibility

Internal limitations in addressing fluctuating customer needs led to an increased demand for adaptable external support.

Solutions were essential to manage dynamic changes in resource allocation, address rapid ramps, and adapt to unforeseen fluctuations, all while ensuring the customer experience (CX) remained uncompromised.

### Efficiency and innovation

The need to streamline onboarding, enhance productivity, and adopt innovative technologies was critical.

Zalando required solutions to empower its customer experts to handle diverse queries efficiently while reducing operational complexities and risks, such as manual errors and fraud.





## Solutions

Zalando's challenges were comprehensively addressed through a combination of TP expertise, innovative processes, and customer-focused strategies, leveraging proven solution components designed to meet business objectives.

### Best shoring approach and multilingual hubs

TP implemented the best shoring approach to craft flexible, scalable, and cost-efficient solutions tailored to each market's compliance needs.

This strategy ensured the right mix of language capabilities, workforce availability, and operational cost-effectiveness.

Multilingual hubs were employed to capture synergies in smaller markets, enhancing service coverage across diverse regions.

### Global governance for consistency

To deliver cohesive and efficient management across Zalando's global operations, TP implemented a robust governance structure. Dedicated global positions were established to coordinate and optimize workforce management (WFM), operations, and quality monitoring (Q&M) processes across all delivery locations.

This system aligned closely with Zalando's goals and strategic priorities, ensuring consistent service delivery while tracking sustainability goals.

### Continuous improvement through global standards

Leveraging **TP Operational Processes and Standards (TOPS)** and **Baseline Enterprise Standards for TP (BEST)**, customer care delivery was aligned with internationally recognized standards, including customer operations performance center (COPC), ISO9001, and Lean Six Sigma.

These frameworks reinforced continuous enhancements in operational workflows, quality assessment, and resource allocation, enabling meaningful and effective customer interactions.



### Automation-fueled efficiency and workforce management optimization

TP equipped customer care operations with automation technologies such as the digital floorwalker and “mail2summary.”

The digital floorwalker facilitated faster onboarding and skill enhancement for customer experts, cutting ramp-up durations by up to 50%.

Meanwhile, the mail2summary tool automated email handling, yielding significant reductions in average handling times (AHT) and enhancing response personalization.

### Accelerating proficiency with training solutions

Implementing tools like Clickflow simulators equipped customer experts with real-world scenarios, improving process adherence and reducing errors.

Tailored new hire training programs further accelerated proficiency, ensuring Zalando's workforce was ready to deliver excellent service from day one.

### Fraud prevention and operational risk mitigation

Fraud prevention processes were introduced across all locations, detecting and managing risks such as manual errors and fraudulent activities.

This proactive approach minimized potential reputation damage while creating a robust operational framework for addressing fraud-related issues.

### Empowering customer experts

TP's strategies empowered customer experts through continuous coaching, knowledge management, and emotional intelligence (EI) training.

These initiatives resulted in stronger and more personalized customer interactions, fostering lasting loyalty and satisfaction.

## Real results

Through the strategic partnership with TP, Zalando achieved remarkable outcomes that directly supported its operational goals, customer satisfaction (C-SAT), employee satisfaction (E-SAT), and client satisfaction (K-SAT). These results showcase the effectiveness of leveraging innovative solutions, dedicated governance, and scalable delivery strategies.

82.5%

C-Sat, an improvement of 1.5% as a result of enhanced personalization and tone of voice initiative

*\*In Italy*

60%

reduction in the number of mentors needed during onboarding through the introduction of digital floorwalker (reducing ramp-up from 12 weeks to 5 weeks)

*\*In Albania, Romania, Greece and Poland*

11%

decrease in AHT with new hires increasing both productivity and efficiency (from 396 seconds to 354 seconds)

*\*In Albania*

\$123<sup>k</sup>

in savings by optimizing onboarding and training processes (Euro 108k)

*\*In Albania, Romania, Greece and Poland*

## An enduring relationship rooted in excellence and high standards

The outstanding results underscore TP's ability to deliver tailored, impactful solutions that not only address real-world challenges but also empower Zalando to maintain its position as a leader in the E-commerce space. This partnership has redefined customer care excellence with a focus on continuous improvement, sustainability, and strategic alignment with Zalando's vision.

By leveraging innovative technologies such as AI-driven tools and predictive analytics, TP has ensured that Zalando consistently meets its C-SAT goals while optimizing operational efficiency. Implementing flexible, multilingual solutions and robust governance frameworks has further enabled seamless, scalable service delivery across diverse markets.

Together, TP and Zalando have built a resilient collaboration that demonstrates the power of shared values, adaptability, and a commitment to delivering exceptional customer experiences. This enduring partnership is a testament to what can be achieved when innovation and customer-centricity drive a shared mission forward.

"Our long-term partnership with TP has delivered scalable, multilingual, and flexible customer support solutions that consistently meet the challenges of a dynamic e-commerce sector. Put simply, our collaboration has been transformative for us, and our customers."

Boyd Bosch, Lead Service Provider Management.





