Operating large-scale European retail customers with offshore delivery and AI-supported translation, enables multilingual customer care service centers, seasonal scaling, and cost-efficient expansion into new markets.

Reference cases Fashion and Jewelery – Customer care operations in Kenya



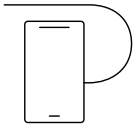
REFERENCE CASE: ONE OF EUROPE'S LARGEST E-COMMERCE PLAYERS IN FASHION

Retail Customer Care supported by cost-efficient multilingual hub

Markets

Grown from 1 to 17 markets, including Germany, Netherlands, Norway and Sweden

Channels



Voice



Email



Chat

300+

customer experts in Kenya

25–85%

CSAT improved from 25 % to 85 %

12

Growth in 12 markets delivered via Translation Tool

Program overview

Industry
European Online Fashion Retailer

Delivery Model
- Customer service from Kenya
- AI-supported translation
- Centralized governance

Languages
English, German, Dutch, Norwegian, Swedish, Danish, Finnish

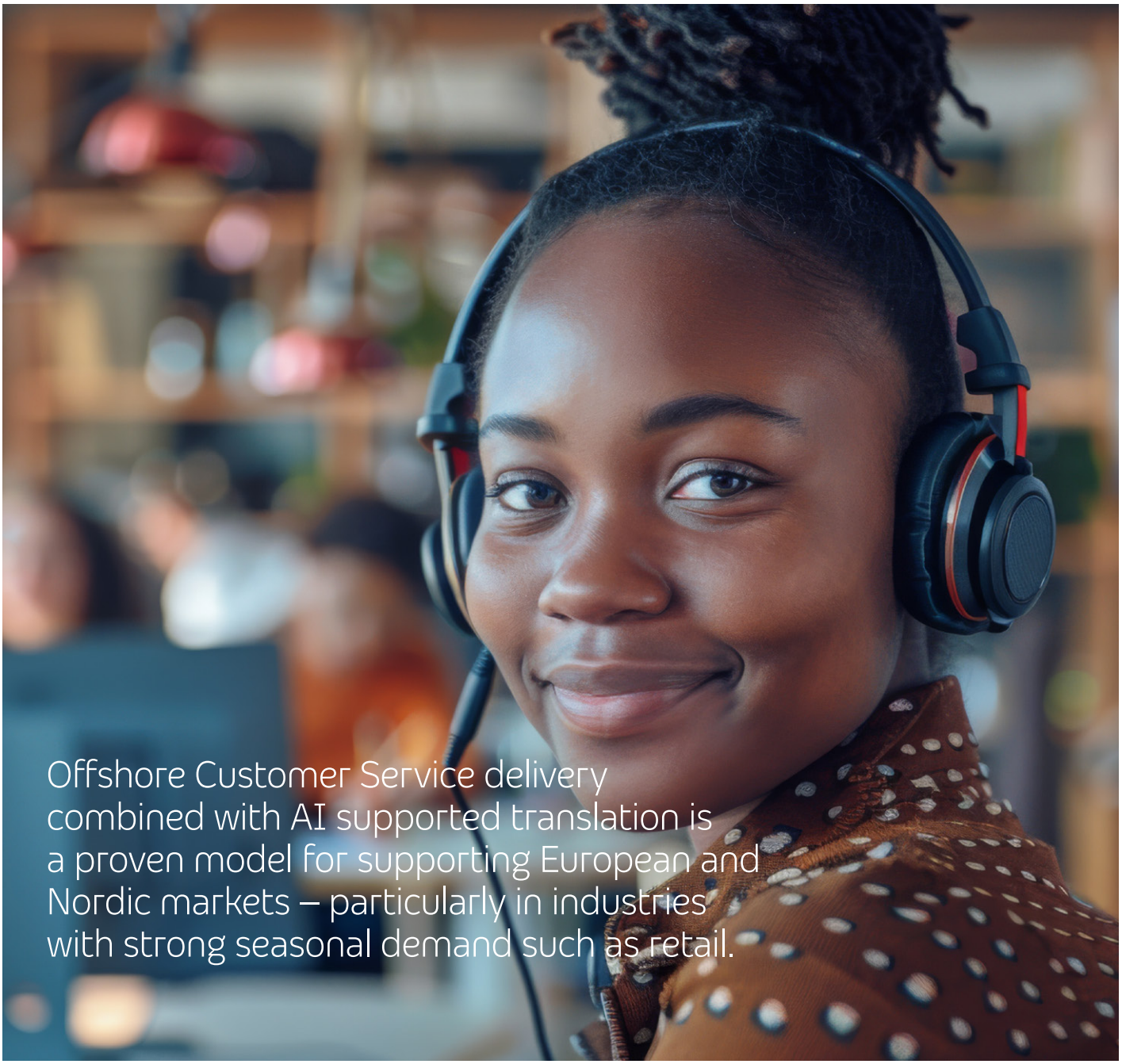
Operational overview

300+ Customer Experts
Dedicated retail CX teams in Kenya

Multilingual Coverage
Serving customers across multiple European markets

Seasonality Ready
Operations scale up and down with retail demand cycles

Channels
Email, Chat and Voice



CONTRACT START

2022 July
20 FTE English (German market)

2022 Aug
+20 FTE UK market
+20 FTE serving Nordics market (Denmark, Norway, Finland & Sweden)

2023 Oct
Successful peak season ramp up +150 FTE

2024 Jan
Successful ramp down retaining initial 60 FTE

2025 Oct
12 markets via AI-translation +182 FTE

2026
Projected growth 500+ FTE by end of 2026

REFERENCE CASE: A GLOBAL PLAYER IN JEWELRY AND ACCESSORIES

Supporting Retail Peaks in Kenya

Markets

UK and Germany

Channels

Voice

Email

Chat



Program overview

Industry
Jewellery Manufacturer & Retailer

Delivery Model
- Customer service from Kenya
- AI-supported translation
- Centralized governance

Main languages
English and Germany

Operational overview

Customer Experts
Dedicated retail CX teams in Kenya

Multilingual Coverage
Serving customers across multiple European markets

Seasonality Ready
Operations scale up and down with retail demand cycles

Channels
Email, Chat and Voice

CONTRACT START

- 2022
  - 15 FTE serving UK Market
- 2023
  - +15 FTE serving German Market
  - +75 FTE supporting both UK and German Market
- 2024 Nov
  - Successful ramp down retaining 30% of volume
- 2025 Feb
  - Successful peak seasonal ramp up of +60 FTE
- 2026
  - 6 languages supported via Translation Tool