



# Case Study: CX support for Omni United



## THE CLIENT:

Omni United is a global tire manufacturer and distributor headquartered in Singapore. The company designs and produces tires in partnership with manufacturers based in Thailand, Indonesia, China and India. They are well known for their innovative labs and their own brands of tires. They currently distribute to over 70 countries.



## THE CHALLENGE:

Omni United were lacking the capacity to scale and grow. While they had talented people capable of high-margin advisory work, they were spending too much time on low margin back-office compliance and supply chain administrative work.



## THE GOAL:

To scale and consolidate their back-office customer care support and logistics data entry teams in Asia and North America without the hassle of managing outsourcing multi-vendors and multilingual language barriers.

## THE SOLUTION:

After being brought on as Omni United's outsourcing remote staffing partner, Omada One launched a pilot project initiative. This included assembling an experienced remote staffing team of back-office senior customer experience champion specialists with data entry supply chain, logistics data entry, international trade and SAP experience that could take away some of the heavy lifting.

We also hired and trained a team of Filipino senior customer experience and freight/supply logistics trade staff experts to aid Omni United's North American and European customer markets, including providing customer shipping transmissions via SAP, providing customers with EDI sales quotations, and delivering highly detailed tracking analysis - not just the where, but the why.

## THE OUTCOME:

- Back-office data entry, operational expenses, and claims management turnaround times were reduced by 27% month over month
- Agent turnaround times for invoicing, shipping notices, and issued credits for defect tires were reduced by 17%
- Six months after deploying remote teams and new tech (AI bots, email, phone, chat) service satisfaction levels increased by 19%
- Complaints reduced by 24%
- Omni United saved \$1.2 million in the first year
- Omada One was given a five star rating and offered an ongoing contract to expand into Europe and South East Asia



*"We have a very good working relationship and experience with Omada One to date. A reliable partner for remote staffing and outsourcing and an important support for our Scale Up strategy. The Omada One team is very responsive and pro-active in proposing solutions in line with our back-office support staffing and growth requirements. I am impressed by their professionalism, but also by the enthusiasm and positivity of their outsourcing approach."*

- Massimo Mazzoni, AVP Operations and Customer Service Head