

## Shop Direct appoints Webhelp

Shop Direct, the UK multi-brand digital retailer, has announced a new partnership with customer experience outsourcer, Webhelp.

The partnership, valued at £209 million (R4 billion), will see Webhelp deliver multi-channel customer experience on behalf of Shop Direct. This will include customer service support through traditional voice contact alongside inbound support through webchat, email and social media channels.

For more, visit: <https://www.bizcommunity.com>