

Large International Multi-Brand Retailer

Smarter contact centre solutions for intelligent customer interactions



Challenge

This large international multi-brand retailer was looking for dramatic uplift in their Customer Services operations with a view to improving the customer experience.

With fragmented customer interactions between instore and online, an outdated telephone system and plans for contact centre relocation imminent, this presented a challenge and an opportunity to reshape and engage with customers more effectively.



Resolution

Deloitte's innovative, cloud-based solutions enabled personalised intelligent customer interactions and automation at speed. Amazon Connect, Salesforce was fully integrated into the retailer's existing systems in 14 weeks.

We worked closely with their business and technology teams to drive accelerated design and build activities and critical organisational change, facilitating training and support and managing services through to transition to the retailer's BAU support teams.



Deloitte's Impact

- Significant operational improvements; Average wait times were reduced from 15 mins to under 4 mins, and new 24*7 operating hours were established, with 34% of all calls intelligently routed to 50+ retail stores
- Significantly reduced time spent on handling basic order status queries. This equated to over half a day, per agent, per week
- Our cloud-based solution saw minimal operational disruption as agents made the switch to working from home in response to COVID-19. Also, the retailer was able to easily scale operations as online sales soared by 50% and customer calls increased by 500%