

Exceptional experiences at moments that matter

AO.com delivers unbeatable service and choice to customers while enabling their agents to work smarter



Customer: AO.com

Industry: Retail

Location: UK and Europe

Contact center agents: More than 500

Challenges:

- Deliver omnichannel customer experience
- Improve customer insight, proactive response and self-service capabilities

Solution:

- Customer Engagement with PureConnect

Caring more than anyone else

AO.com is on a journey. Established as one of the largest electrical retailers in the UK, the online business aims to become the best in Europe. With rivals who offer similar products and prices, the company knows success comes down to brilliant customer experiences at moments that matter. This is why a fifth of their people are contact center agents.

"We have to care more than anyone else and be exceptional in terms of how we make the customer feel so they want to come back and buy from us time and again," said David Atherton, Director of Customer Experience at AO.com.

Reinventing the contact center

Consistent delivery of this promise was tough. Although AO.com had a fantastic contact center process and a perfectly suitable phone system, they struggled to cope as volume increased.

A lack of integration with their CRM system compounded the situation. There also was a lack of workforce management tools and no way to adapt IVR menus in real time to warn of delivery delays caused by transport problems or adverse weather, for example. Finally, and most importantly, the setup was out of step with customers who wanted greater flexibility in how they contacted the company.

Answering customers' questions before they ask

AO.com upgraded to PureConnect by Genesys, an all-in-one multichannel solution for inbound and outbound voice, chat, IVR and workforce optimization. The new platform, which unifies operations across two contact centers, was up and running in less than three months.

"Integrating PureConnect with our CRM and backend systems was literally half a day's work," said Adam Warne, IT Director at AO.com. "It was no effort at all."

Now, many customers self-serve. The IVR system recognizes why they might be calling and makes a dynamic decision. For instance, a customer who is waiting for a delivery hears a message with estimated time of arrival so they know when the delivery will happen. If the delivery window isn't convenient, they can re-book the delivery for a different day.

"Around a quarter of our customers don't go through to an advisor, because we've already provided the information they want," said Atherton.

Empowering agents to work more efficiently

Resource planning data is no longer buried in spreadsheets. Genesys Workforce Optimization ensures AO.com always has the right people, with the right skill levels—keeping customer wait times to a minimum. The solution also makes it easier for agents to swap shifts or request holidays.

Live chat is available on every website page, providing e-commerce teams with greater insights into the most pressing service issues. Customers also can reach agents via email, Facebook and Twitter.

The cloud-based features of PureConnect have added elasticity to customer service. This allows AO.com to quickly scale up and cost-effectively manage orders during busy retail peak periods, such as Black Friday and TV advertising campaigns.

Transforming dashboard indicators while reducing IT effort

After moving to PureConnect by Genesys, overall contacts per order have dropped by 50%. NPS at AO.com has improved significantly, and customer satisfaction ratings on Trustpilot climbed from 7.5 to 9.5.

Systems like IVR tend to rely heavily on IT support. However, PureConnect gives control back to contact center staff, enabling them to make changes using out-of-the-box templates. "Our contact centers react much faster to daily events, and we spend less time and money supporting the IVR system," said Warne.

Exceptional customer experience by example

Atherton recounts the time when a driver arrived outside a customer's house, only to discover the customer wasn't home. Knowing it was an important delivery, the advisor tracked the customer down to a bar and arranged for them to get a taxi home so they could receive their goods, and then had the customer dropped back at the venue.

"We want to be different. We want to be remembered. We saw a lot of ourselves in Genesys," said Atherton. "That means making service personalized and effortless—often answering the customer's question before it's asked. Our PureConnect platform does of all this and more."

To learn more about the solutions featured in this case study, go to www.genesys.com.

RESULTS

50%
reduction
reduction in contacts per order

Improved
NPS
Significant improvements to NPS

Increased
Satisfaction
Trustpilot customer satisfaction rating rose from 7.5 to 9.5

ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

Visit us at genesys.com or call us at +1.888.436.3797

Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2017 Genesys. All rights reserved.

