

Omnichannel Transformation for E-commerce Giant

Challenges Faced

A leading e-commerce company faced challenges in delivering a seamless customer experience across various channels. Customers were often frustrated with disjointed interactions, leading to a decline in customer satisfaction.



Solutions Offered

The company embarked on an omnichannel transformation journey for its customer support operations. They implemented a cloud-based Call Center Solution with integrated omnichannel capabilities. This allowed customers to initiate and continue conversations seamlessly across phone calls, live chat, email, and social media.



Implementation Details

Cloud-Based Call Centre Solution

Streamlined customer support, easily scaled, and improved accessibility through call centre operations via cloud infrastructure.

Omnichannel Integration

Consistently harmonised consumer interactions across several channels, resulting in a holistic and integrated communication experience.

Intelligent Routing Driven by AI

AI was used to analyse and route incoming requests, improving productivity and dynamically personalising client interactions.

Business Benefits

30% Increase in Customer Satisfaction

The omnichannel approach resulted in a more cohesive customer experience, leading to a **30%** increase in customer satisfaction scores.

20% Reduction in Average Handling Time

AI-driven intelligent routing ensured that customer queries were directed to the most suitable agents, reducing the average handling time by **20%**.

Improved Customer Retention

The seamless transition between channels positively impacted customer retention, as customers appreciated the convenience and consistency in their interactions.

Enhanced Customer Insights

Data collected from various channels provided valuable insights into customer preferences and behaviors, enabling more targeted marketing efforts.

Takeaways

The e-commerce giant's omnichannel transformation not only addressed immediate customer experience challenges but also laid the foundation for data-driven marketing strategies and improved customer loyalty.