



Customer success story

“We have consistently achieved extra sales as a result of Call-Back and it is now outperforming our self-service tools as a way to achieve a more that satisfactory return on investment. This innovative and effective service is now firmly part of our customer offering”

Adrian Burleton, CEO, Studio Moderna



BUSINESS

Omni-Channel, multi-brand and direct-to-consumer electronic retailer in Central and Eastern Europe with more than 360 million customers across 21 countries.

Improving customer engagement using Call-Back to prevent customers waiting in a queue.

PROFILE: Industry: Retail

Customers 360m

Revenue: \$1 million

CHALLENGE

To improve the customer experience by reducing their waiting time and offering a Call-Back at a time that is convenient to them.

SOLUTION

Call-Back technology across the entire network.

BENEFIT

1. Increased sales revenue
2. Operational across the entire network of 21 countries
3. Improved customer experience.

The background

Studio Moderna is a leading multi-channel e-commerce and direct to consumer platform in Central & Eastern Europe. They operate a vertically integrated network reaching more than 400m consumers across 21 countries. They started with a retail business model, launching teleshopping, leading to selling traditional DRTV products under Top Shop brand and instantly achieved great success with their first hero products.



The value

Following a successful trial in Romania, Studio Moderna rolled out Call-Back to Bulgaria, Poland, Latvia, Slovakia, Ukraine, Montenegro, Serbia, Bosnia & Herzegovina, Croatia and The Czech Republic. This brings the total to 11 countries.

- Increased sales revenue
- Eckoh's shared expertise in training and implementation
- Eckoh's ability to implement across different countries, cultures and geographies.

The challenge

Studio Moderna were seeking a way to improve engagement across their entire network in order to reduce the waiting time for customers. With such a wide network, covering different geographies, embracing Omni-Channel technology to help ease the burden on contact centre agents as well as improving the customer experience.

The solution

Eckoh implemented its Call-Back technology to enable the business to offer their customers a return call at a time that was convenient to them. They implemented this initially on their main website -TopShop – in Romania and following the success of this project, it was rolled out across the remaining network. The technology is now in operation in all 11 countries. The service was further extended to cover all the company's brands and websites in each country including Dormeo, Delimano, WalkMaxx, Kosmodisk, LiveActive and Shark.



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