



### Customer success story

*" Multi-channel customer service is a vital part of our strategy, whilst maintaining operational efficiency and Eckoh have a crucial role to play in helping us to fulfil this, now and in the future with their other payment and engagement solutions. We are extremely pleased with the services that have been delivered and we're thrilled to be working with Eckoh to extend our Omnichannel customer engagement approach across phone, web and self-service channels."*

David Peck, Head of Customer Service, Ideal Shopping.



## Taking the pressure off Ideal's contact centre operation with Omnichannel solutions.

**PROFILE:** Industry: Retail

**Employees:** 585

**Turnover:** £117.3 million

### BUSINESS

Ideal Shopping takes a multi-channel approach to TV and web retailing. They sell general merchandise for home and garden.

### CHALLENGE

To manage the huge peaks in call volumes generated from TV and web promotion of its products. Simultaneously they sought to enhance the customer experience with Web Chat.

### SOLUTION

EckohPAY for automated self-service payments and PCI DSS compliance plus effective call distribution, IVR and Web Chat.

### BENEFIT

1. Increase of £1.8m in sales from Web Chat and reduced basket abandonment
2. 1.5 minute reduction in agent handling time per customer
3. 56% conversion rate from Web Chat to order
4. PCI DSS compliance and minimised risk

## The background

Ideal Shopping (Ideal) provide a personal, informative and convenient home shopping retail experience with a distinct personality, via their digital television shopping channels and websites. They sell a range of general merchandise; everything from products for the home and garden, to kitchen and technology goods, through to health and beauty and craft buys.

They operate two contact centres in Mumbai and Manilla with 150 agents. The contact centre manages significant peaks in demand, depending on the popularity of the items sold on the TV and web.

## The challenge

Ideal sought to make it easier for their customers to order by improving the telephone ordering process. They wanted customer-friendly ways to offer online and offline channels as well as automate, route and manage the incoming calls and orders.



The growing popularity of online channels meant Ideal wanted to offer an Omnichannel approach to offering the customers' channel of choice, remain competitive and meet customer experience expectations.

Key objectives:

- Achieve even call distribution between contact centres and IVR
- Identify and verify repeat customers effectively and securely
- Secure customer payments and achieve Payment Card Industry Data Security Standard (PCI DSS) compliance
- Embrace Web Chat for faster responses to enquiries without adding to call volumes.

## The solution

### Automated secure payments

EckohPAY is a self-service solution that lets customers make secure payments whenever it's convenient to them, over the phone, mobile app and web. It's PCI DSS compliant, protecting customer payment data.

### A multi-channel to Omnichannel journey

Together we've made a real difference to Omnichannel customer engagement, embracing online and offline channels. By building our multi-channel customer engagement journey over the years we've created a mutually beneficial Omnichannel experience with a positive impact on customers and sales.

Finding the solutions to challenges has led Ideal to embrace what technology can do to improve the customer and agent experience. Simultaneously, Eckoh's technology expertise and innovation creates and delivers both multi and omni-channel solutions that meet Ideal's needs and maintain their sector-leading position.

### Interactive Voice Response (IVR) Orderline and Customer Service Line

The service provides inbound telephony including advanced speech recognition and interactive voice response (IVR). This simplifies the product ordering process and improves customer service.

The service is fully integrated with Ideal's database ensuring that up-to-date information on products, stock levels and membership details are available. When 100% of agents are busy, all calls switch to the automated scalable service.

The Customer Service line identifies and verifies customers and gives them personalised options based on their order/purchase history, such as product tracking and delivery information, and tracking a refund.

### **Virtual Automatic Call Distribution (VACD)**

Eckoh provides a system that gives Ideal the ability to overflow and queue calls between the two contact centres and overflow to the Eckoh IVR when all agents are on calls and unavailable. The UK customer services team can monitor progress through a real-time wallboard.

### **Omnichannel engagement**

As well as inbound telephone calls, Eckoh has provided a solution for agents to engage with customers through Web Chat and through Social Media. This will deflect calls from the contact centre when semi-complex enquiries can be handled online.

### **Future proofing engagement**

Ideal can add additional engagement solutions whenever they need them via the Eckoh Experience Portal, providing simple and continuous evolution of customer experience tools.

## **The value**

### **Improved customer experience**

Web Chat appears on Ideal's login and basket pages delivering an end-to-end service without hindering the customer journey. It's been a success with customers, has supported complex promotions and captured feedback to improve the experience. It's user-friendly for agents too, quickly becoming embedded in the contact centres. With Web Chat supporting login and basket enquiries, other agents can handle complex or personal customer interactions.

### **Boosted sales**

Web Chat has boosted sales revenue by £1.8 million net sales in 2018 as well as reducing basket abandonment. Differentiation

Providing any time, secure payments and a smooth customer journey seeks to exceed their customers' expectations - differentiating Ideal from their competitors and increasing customer loyalty.

### **Always open**

Automated payment lets customers make payments 24x7x365, increasing revenue, improving CX and providing differentiation from competitors.

### **Handle more enquiries**

The Orderline and Serviceline take over 1.5 million calls per year, enabling customers to fulfil orders and requests without using phone or email. Sharing the workload

The VACD system provides an even call distribution over Ideal's two contact centres and IVR so all contact centres and agents are properly utilised and at peak call times, calls overflow to the IVR. Crucially, no sales are lost. Callers are routed correctly and answered quickly. No calls are lost, and callers are routed correctly.

### **Reduced agent handling times**

Automated identification and verification reduced agent handling time by an incredible 1.5 minutes per customer. It's cheaper to operate per minute than a human agent and has saved time and money. As a result, agents can now spend more time securing sales through outbound calls e.g. offering customers alternatives for out-of-stock items, and extended warranties on certain products.

In addition, existing customers now benefit from a more personalised and quicker caller experience. Automated responses are tailored to their past purchase history meaning the system can predict their reason for calling. Owing to the accuracy of this system, customer call length is vastly reduced.

### **Personalised customer experience**

Automated responses pick up customer purchase histories meaning the system can predict their reason for calling – reducing customer call length.

Risk reduction: Secure payment solutions make achieving PCI DSS easier and contribute to GDPR compliance and minimising risk to the businesses.



## Key outcomes...



**56%**

conversion rate from Web Chat to order



**£1.8m**

additional sales revenue



**80%**

of callers using the IVR successfully make a purchase or resolve their query.

The remaining 20% were not able to be handled by the IVR or agent due to query type



**70%**

of customer service calls completed ID&V before being routed to an agent.



**280,000**

orders per year are made through the IVR and Web Chat.



**1.5 minutes**

reduction in agent handling time per customer.