

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle

Sears

Life. Well spent.

Sears Ten Week Teleservice Turnaround

10,000 calls per day made easier for one of the largest retailers in North America

The Customer

Sears Holdings is the leading home appliance retailer with approximately £25 billion in annual revenues and approximately 3,800 full-line and speciality retail stores in the United States and Canada. The Texas based, Sears Home Services Teleservice Outbound operation, is the first of 13 separate departments to undergo a customer experience transformation affecting 6,000 users across multiple inbound, outbound and back office customer interaction channels. This case study focusses on the first delivery to Sears in the Home Services Outbound operation, which is responsible for scheduling and rescheduling service and repair calls for Sears' customers.

The Challenge

The desktop application that the Outbound Teleservice team were operating did not provide agents with a single view of customer, contact and case history. The user interface was not intuitive and the application failed to provide agents with the detailed information they required to complete customer interactions efficiently. Agents had to navigate between several legacy applications, which led to an inconsistent customer experience as the effectiveness of the interaction was reliant on the knowledge of the agent rather than the intuitiveness of the system.

The Solution

The Sword Ciboodle intelligent desktop provides agents with an intuitive and comprehensive interface that eradicates the inefficient use of multiple systems. Sword Ciboodle replaced Sears' former desktop applications via MQ, core mainframe customer view web service call and Fed-Ex/UPS parcel tracking web services.

The Results

10 weeks after the Sword Ciboodle team began to whiteboard ideas and process models, the Teleservice Outbound project was live and operational in the contact centre. Within only 8 weeks of going live, Sears recorded a reduction in average call handling time by 13 seconds.

Sears Teleservice Outbound operation now has a reliable, integrated application that provides a comprehensive single customer view. The successful completion of this first phase marks the beginning of a huge programme of work that will enable Sears to enhance their overall customer experience.

Benefits

Value delivered 8 weeks post go-live

14% reduction in idle time

10% increase in agent connects per hour

9% reduction in overall agent call handle time

13% reduction in talk time

Solution Highlights

Users: 100 users in teleservice outbound, 6000 users overall

Channels: outbound telephony

Processes include: outbound campaign, product holding overview and detail, integrated product shipping tracking, service order history, Sears and third party service order management, flexible scripting

Integration: Avaya Mosaix Dialer, mainframe applications via MQ, Fed-Ex/UPS parcel tracking



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