

## CASE STUDY: LEADING GLOBAL MULTI-CHANNEL RETAILER

Our client is a multi-channel retailer who offers a wide range of consumer merchandise from personal apparel, home and lifestyle and leisure accessories through to family gifts. In 2007 the company saw global sales of €3.8 billion to over 35 million active customers.

Drawing on a multi-channel distribution network combining catalogues, e-commerce and stores, our client focuses on extending its brands into new categories, increasing their prominence and professionalism, and asserting its leadership as a global powerhouse in home shopping.

### **Business Challenge**

The client identified a need to review the structure and processes within their call centres to address limitations in the flexibility of their resources and control costs to remain an efficient business.

To address these business challenges and develop their business further, the client partnered with Transcom to enhance their organisational direction, flexibility and cost-effectiveness.



In May 2005, the client formed a partnership with Transcom to deliver the following business objectives:

- Provide a cost-efficient CRM solution
- Develop organisational skill and improve the flexibility of call centre staff
- Implement operational changes which will save costs and enhance the quality of customer service

### **Transcom's Solution**

Transcom took on the joint challenge with the client and began by undertaking a thorough analysis of the company's baseline position.

Following a detailed analysis of current performance and competency, Transcom developed new ways of working which would enable the client's call centre staff to handle inbound and outbound customer interaction in a more efficient and flexible way. This was supported by a training programme which would help to sustain a culture of ongoing improvement within the call centres.

In recognition of the developing consumer demand, part of the Transcom solution included the provision of a Finnish language service from Estonia. This would support the market in this area and ensure that the client were responsive to their customers' needs.

Transcom also supports the home shopping leader by handling inbound order taking for a variety of its UK catalogues. Transcom's sales-orientated agents capitalize on the customer contact to up-sell / cross-sell relevant products, thus driving average revenue per transaction.



For further information, please call: +34 93 600 4190 or visit: [www.transcom.com](http://www.transcom.com)

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### **Achieved Results**

The overall increase in quality of customer service has resulted in an enormous improvement in customer relations. It has also strengthened the client's reputation as a professional company, able to meet changing customer demands.

The client's achievements have been realised through instilling a flexible culture among its call centre staff, enabling a responsive approach to customer service, grounded in ongoing staff development and training.

In partnering with Transcom, the client has worked with a CRM expert who empathised with their company culture and developed solutions to tackle their business needs through a collaborative working style.

### **Facts: The client Global**

- €3.8 billion Sales in 2007
- Over 40% of home shopping sales made on line in 2007 vs. 4% in 2001
- Over 35 million active customers and 31 million visitors a month on all The client merchant sites combined
- 20,000+ employees
- Over 60 merchant websites, over 30 catalogues, more than 600 stores around the world
- No.3 Home Shopping company worldwide in fashion and home decoration
- No.1 Home Shopping in France, Scandinavia and Portugal.
- No.1 Mail Order company in plus-sizes and N° 3 Catalogue sales in the USA.

### **Facts: Transcom**

- Established in 1995 by the Kinnevik group
- Europe's largest geographic CRM solution provider
- The services offered include inbound and outbound customer contact, Interactive Voice Response (IVR),
- Internet services, legal services, CRM consultancy and Credit Management Services
- More than 20,000 employees in 29 countries across Europe
- Delivers services in 33 languages to over 120 major clients

