

Making Home Shopping Simple

Supporting a future-proof self-service strategy for a leading home shopping company in the UK.



The Organisation

This Aspect Software customer is a leading player in the home shopping market within the UK. The company provides goods to over two million customers. Like most retailers, its world is being transformed by customer demand for 24/7 self-service — no matter how the customer is getting in touch — mobile device, smartphone or online channel.

The company is responding to customers' growing desire to go shopping and get service whenever, wherever and however they choose. The growth in online and mobile devices like smartphones is transforming retail so the company's aim is to give customers excellent service at any time via the channels they prefer, in order to secure their loyalty and spend.

The Challenges

The challenges involved in achieving this were considerable. Before meeting with Aspect, the retailer's self-service ambitions were effectively road-blocked by a dated and inflexible technology infrastructure that made new service development difficult and provided no insight to how consumers felt about and responded to the services offered. The customer's aim was to create a flexible infrastructure that would put them in control — to be able to build, develop and support applications based on customer insight. The decision to choose Aspect's self-service solutions was chiefly made to support this objective. Aspect's solution not only supports multiple communication channels, but also offers highly flexible analytics and reporting capabilities that allow the customer experience to be fully mapped and understood. Aspect CXP was also able to integrate smoothly

with the company's complex legacy technology systems. The retailer wanted a dramatic change in its self-service capabilities without replacing their enterprise infrastructure to achieve this. With Aspect CXP they are now able to offer highly effective and flexible services via the automated self-service portal. Better yet, the company knows the technology can do so much more. Aspect is the ideal future-proof technology partner enabling them to keep pace with changing customer expectations and rapidly evolving self-service developments.

A transformation of its existing IVR platform has seen automated transactions increase by over 25% and reduced contact centre costs by 30%. Aspect's leading technologies have been used in the first instance to revolutionise telephone-based IVR services. More fundamentally, Aspect provided a solid foundation for a comprehensive multi-channel self-service strategy the company planned to pursue.

The Solution

IVR is, after the web, the most commonly used self-service channel, and so this was the obvious place for the retailer to begin its self-service transformation.

Aspect implemented its technologies and developed IVR applications to underpin some of their key processes:



The Benefits

The advantage of the solution lay in the ease of integration and rapid application design achievable with CXP. Despite the complexity of the legacy systems and the need to re-think and re-work each of the applications, Aspect delivered on time. The benefits of the new Self-service solution came quickly and have been maintained. Today, approx. 90% of all customer queries received by the retailer via the telephone channel are completed within the IVR, dramatically reducing the number of calls to be handled by live agents and delivering an operational cost saving of around 30%. Automated credit card payments in particular have increased dramatically, with successful automated payments increasing to 85%. Due to the degree of integration between the application and the customer database, the service is supporting healthy revenue flow in another way, too. Callers who have payments pending are reminded by an audio prompt and invited to reconcile their bill — either via the IVR or with a live agent — before completing further transactions. The company is achieving its aim of completing simple and administrative processes via the IVR, leaving agents free to deal with more complex, potentially revenue generating calls. Aspect is supporting an intelligent escalation approach by making sure that, when calls are passed through, the agent is fully armed with the customer's identity and transaction history to be able to serve them quickly and efficiently. The company's team for customer communications has been comprehensively trained to adjust and develop the new self-service applications in line, either with changing customer expectations or business practices. With analytics in place, the company can see exactly what's happening within the IVR, what customers respond well to and where there are possible points of failure that needs to be addressed. Apart from the operational view they now also have access to drive revenue by customer focussed campaigns and up-sell opportunities.

The Results

Having achieved a ROI on its IVR deployment within less than 12 months, the company is now focusing its attention on the evolution of its mobile strategy. Without question, Mobile is the service channel of the future and the company is keen to compete and differentiate in this area. It is also pursuing international expansion, where Aspect's 'design once, deploy anywhere' approach will pay dividends. Applications built in English for the UK can

be re-deployed easily in other languages with just a few simple changes. No additional application development costs and a consistent customer experience across all geographies. Expansions across countries or channels will run smoothly.



25% increase in automated transactions



15% increase in automated payments



30% reduction in live agent calls



10% increased KPI



30% contact centre operating cost reduction



ROI within 12 months

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About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact centre and workforce optimisation applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimisation are available on-premises or in any hosted, private or public cloud environment. For more information, visit www.aspect.com/uk. Follow Aspect on Twitter at [@Aspect_Europe](https://twitter.com/Aspect_Europe). Read our blogs at <http://blogs.aspect.com/uk>.

