

Expert Logistics

Expert Logistics is a home delivery company based in Crewe, running a 24 hour operation with a further eight 'outbases' serving over 95 per cent of UK postcodes, and delivering over five million items every year



Results

- **Contributes to 99.6 per cent service level**
- **Significantly reduces inbound calls**
- **Contributes to consistently high online review ratings**
- **Helps to streamline delivery process**

Solution

- **Aspect Proactive Engagement Suite (Aspect PES)**



The Company

Expert Logistics' client base comprises many home appliance manufacturers and retailers, including ao.com. With a strong retail background, Expert Logistics' management team dedicates its efforts to standards and consistency in customer service, ensuring that the company stands out for high customer satisfaction among its competitors.

The Challenges

Expert Logistics runs a small contact centre at its headquarters in Crewe, with 10 people dedicated to inbound and outbound contact, including inbound enquiries from customers (delivery recipients), and client management for its key corporate accounts.

Service levels are incredibly important to Expert Logistics, proven by its dedication to keeping to a four-hour time window for all deliveries, and providing of extra services including delivery to a room of choice, unpack and inspect, installation when required and removal and disposal of packaging and scrap appliances.

Lynne Wood, Head of Customers at Expert Logistics, explained: "Nobody wants to wait in all day for a delivery without any communication – it's just not good service. It is also very important to keep the customer informed of where their item is, because just one failed delivery can mean that our client loses a customer.

"Our clients choose us because of our high standards of service. They expect us to execute the same, consistent quality of service to match their brand. Consumers are also getting savvier about who is providing the delivery service and posting on social media platforms such as Twitter and Facebook, and service review sites like Review Centre. Turning up at the right place when you said you would is probably the biggest marker for satisfaction so our performance is critical to our reputation," she said.

Historically, Expert Logistics used proactive notifications via email and recorded voice messages to inform recipients of an impending delivery. Via a bespoke tool within the contact centre every afternoon, the team would upload details of the deliveries for the next day, and these messages would be automatically pushed out. With tens of thousands of messages, the system was not able to cope sending the messages out quickly enough.

Wood said: "Needless to say in this particular situation we risked failed deliveries and subsequently unfavourable reviews of both our service and our clients' if the customer wasn't at home to receive the goods. This resulted in increased inbound calls from baffled customers who had to re-arrange deliveries. It wasn't just an inconvenience, but extra cost in terms of time and money on transport, labour, and warehousing.

"A replacement system was a necessity. Not only did we need to increase the frequency of updates, but we also needed to expand our ability to proactively contact customers on SMS too, since we recognised that customers were more than likely to own a mobile phone and have it close by," she added.

The Solution

Expert Logistics evaluated several other suppliers, but decided on Aspect Proactive Engagement Suite (Aspect PES). This included integration of the tool with an existing system, which is entirely dedicated to the management of deliveries for its biggest client, ao.com.

Aspect PES is a Software-as-a-Service (SaaS)-based, fully automated, advanced suite of customisable outbound customer engagement applications. Expert Logistics chose to use voice messaging and SMS with the system to revamp its customer notifications process.

Aspect PES ensures that Expert Logistics is running cost effective interaction experiences, since it is hosted entirely in the cloud, but also forms the basis of a call avoidance strategy, to deflect common queries about delivery windows. Aspect PES requires no additional hardware or telephony, no capital upfront investment, and no need for additional headcount.

At the beginning of each day, drivers receive a schedule and route for the day, which states the delivery windows for each customer. The same times go into Aspect PES to trigger the automated messages to confirm delivery windows (with voice messaging or SMS depending on the preference of the client) at 7am each day. Once a driver is an hour away from the customer, they will call to advise them of where they are, using the details provided on a PDA, which is linked into Expert Logistics' customer database and Aspect PES.

The Results

Since implementation, Expert Logistics has been able to streamline its customer communication, reducing failed deliveries, informing customers before they need to call the contact centre, and maintaining the high standard of reviews that the company is used to.

Even though 40,000 proactive messages are sent by Expert Logistics per week with Aspect PES, the system has maintained near 100 per cent uptime.

Wood commented: "With Aspect's technology we can be confident that customers are receiving confirmation of their delivery windows every single time, and very quickly too. This ultimately results in fewer failed deliveries, and less wasted time and money driving to an empty property with nobody to receive the deliveries.

"The system feels stable and reliable, a confidence that is very nice to have. The Aspect team is also very responsive and knowledgeable, and has made many suggestions for how we can improve and expand the system even further," she added.

Wood concluded: "We are also seeing consistent mentions of the notification system on our trusted online reviews websites. Customer feedback has been 100 per cent positive, because they no longer have to wait in and take a whole day off work just to receive a delivery. We're also hitting our internal service levels at a record high of 99.6 per cent, so we know our performance is the best it can possibly be."

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern contact centre management: customer interaction management, workforce optimisation, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centres seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit uk.aspect.com.

