

Managing the Customer Experience

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Topics

What are customer expectations in a Retail Environment from a Contact Centre over multiple channels?

Woolworths is on a journey of consolidation of over 30 contact centres.

The journey, the challenges it brings, and the automation opportunities in the use of multichannel.

Background

3 week Salmat-led consultancy to review all customer facing contact centres

Drivers

- Over 30 contact centres (staff, vendors and customers)
- Consolidate and provide consistent customer experience
- Automation where appropriate
- Leverage existing Salmat relationship and expertise
- Cultural Alignment

Key Deliverables	Summary
Current state	Assessment of current contact centre environment
Future state	Based on best practice including access strategy, telephony, processes and tools
Roadmap	With initiatives for a single customer experience delivery model.
Identify dependencies	On other business areas and projects.
Business Case	Cost-benefit model with in-house and outsource options














Woolworths Brands



Multiple Channels



Multiple Contact Centre Sites

Site	Hobart	Auckland	Melbourne	Pennant Hills	Chullora	Norwest	Parramatta	Ultimo/ @Home
External	Frequent Shopper Club TPC	 PROGRESSIVE ENTERPRISES LIMITED	 Dan Murphy's	Primary Freight	 dick smith Talk to the Techexperts Support	 BIGW Switchboard e-business	 Homeshop  Woolworths everyday money  dick smith Sales NZ&AU  BIGW Multichannel	 Woolworths everyday mobile  Woolworths everyday rewards @ home
					 dick smith Talk to the Techexperts IT ops Support	 woolworths IT Helpdesk  BIGW IT Helpdesk Central monitor ASG	EFT Switch	

Customer Expectation

Customers who contact the Woolworths Group should:

1. Find the process is easy to follow and manage
2. Believe they are important to the retailer
3. Know the matter has been resolved appropriately
4. Feel it was “worth the effort” (to get in touch)



Vision and Goals – The Voice of the Customer

We will deliver excellent service to our customers in a way that strengthens all the Woolworths corporate brands.

We will do this at lower than industry benchmark costs.

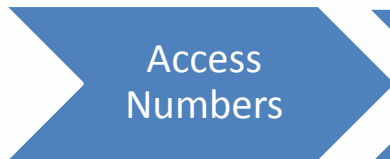
Service

- Simple
- Friendly & Trustworthy
- Fast resolution/hassle free
- One stop shop
- Easy access whenever I need it
- If outsourced, customers would not know the difference
- Maintains and enhances the Woolworths brand reputation

Cost Savings

- Appetite for change

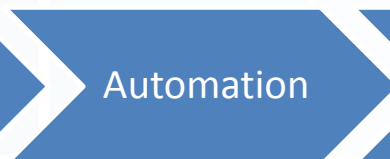
Future Access Strategy



Single consistent access number per brand



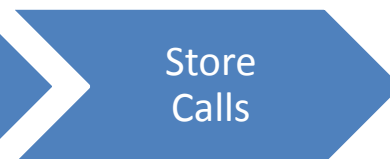
Single consistent branded IVR per brand



Where appropriate customers offered Self Service

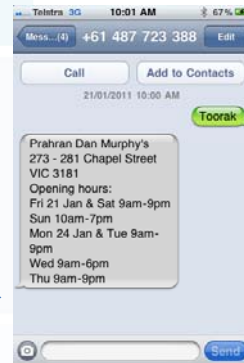


Consistent range of operating hours with standard after hours treatment



All Store calls initially answered in consolidated Contact Centre

Multi-Channel Automation: Store Locator



Find Dan Murphy's Stores

Find a Dan Murphy's Store by Postcode

Postcode:

OR

Find a Dan Murphy's Store by Suburb and State

Suburb:

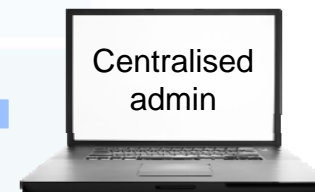
State:

FIND NEAREST STORES

.. opportunity to insert targeted offers?!



Opening hours
Address



Key Learnings

- Partnership and open approach with the vendor
- Demonstrable business benefit
- Maximising the solution benefits from concept to “harvest”
- Change management and communication
- Create a sense of urgency & passion in the organisation
- Flexibility and speed
- Agents on the front line are the first to identify issues and opportunities
- Access to subject matter expertise