



A Valoris Center Case Study

Unparalleled customer service for a major player in the Retail & E-commerce industry

i Read on to find out more



Industry



It can be asserted that e-commerce has proven its **indispensability** in the worldwide retail industry.

The number of internet users is increasing on a daily, monthly, and yearly basis and the number of online purchases is directly proportional to this increase.

References:

https://www.statista.com/topics/871/online-shopping/#topicHeader__wrapper

https://www.statista.com/topics/7418/e-commerce-in-romania/#topicHeader__wrapper

In 2024 the retail e-commerce industry sales were estimated to 6.3 trillion US dollars all over the world with the probability of increasing every year.

In Romania, approximately 50% of population (9.7 million) are active e-commerce users.



Industry Challenge

Providing top-notch customer experience can be likened to playing the role of an omnipresent, omniscient, and omnipotent **storyteller** in the customers' narrative.

- **Omnipresent** - being present where the customers want you to be **when** they need you.
- **Omniscient** – anticipating, knowing, and understanding their **needs and queries**.
- **Omnipotent** – involves the unwavering assurance that you can offer **solutions** to any obstacle they may face.

Besides attracting new customers and adapting to the rapid changes in the market and to evolving demands of customers, **the enhancement of customer experience** is a vital concern for both retail and e-commerce companies.

Our Customer

With more than **800 stores** spread across the major cities across the country, our client is **the largest supermarket chain** in Romania.

As a member of a Dutch food retail conglomerate, it is one of the largest enterprises in both retail and e-commerce. Since 2016, we have had a successful cooperation in which our key benefit has been **flexibility**.

Challenge:

Our partner did not have a customer support strategy.

We took over all customer support channels and **created a strategy from the ground up.**

SOLUTION

Developed a customer support strategy from the ground up.

We offer a multichannel solution through e-mail and phone:



60%

inbound



30%

outbound



10%

e-mail

**Languages: 97% romanian & up to 3% english
language**

We offer support for:



Stores



E-commerce



Loyalty program



Spot campaigns



Dedicated lines



Fast order line



Stores

We began with inbound customer service for **store incidents**. There were small volumes at first, but they gradually increased.



E-commerce

Offering **order placement support**, **order tracking**, and **courier support services** for all cities in Romania.



Loyalty Program

We provide customer service for the **loyalty card program**. Customers are calling to activate promotions, register, check their status, and get information on how to take advantage of specific promotions.



Dedicated Lines

“Call to The Store” – Customers can call for free for any information they require. For example, if they don't know how to cook something, we give them a recipe; if they want to go out, we inform them about the events in their city that day.



Fast Order Line

The fast order line - Customers place an order, and it will be delivered within 90 minutes. The process: customer places an order > the store receives an alert > we call the store to make sure they got the alert and are preparing the customer order. Also, we offer support for those who order (update on the order and other information.)



Spot Campaigns

Together with our partner we have implemented several campaigns that required assistance:

Examples:

- **Hiring Campaigns** – With the assistance of our IT department, they were able to use the IVR system, which enabled candidates to reach out to us. Subsequently, we collected the required information from the candidates and forwarded all pertinent details to the customer.
- **COVID Campaigns** – offering support to their employees on how to schedule a vaccination appointment.
- **Breast Cancer Campaign** – this campaign was made for their female employees. Women called and requested an appointment. We checked various healthcare centers and scheduled appointments for them.
- **Promotional campaigns** (products: towels, pans, knives, trollers) – We provided information about the stocks as well as campaign regulations.
- **Annual tombola** where customers could win a vacation if they paid with Mastercard, for example. We provided information about the campaign.

Peak times

Peak times appear on spot campaigns and around holidays.

Volumes increase by 30-40%

One big challenge: Pandemic times

The COVID Pandemic posed challenges in all sectors, including customer service. We had a grueling period in which there was a noticeable growth in online orders, and call volumes increased exponentially, but we managed to deliver outstanding results and excellent end-user care.

Over
1000 calls/day
in March and
April 2020

80%
answering rate
+ calling back the
abandoned calls

What differentiates us

Why did they pick us?

We provided a complex customer service strategy, flexibility, and a long-term cost-effective solution. When they chose to outsource to us, one of their criteria was flexibility. Our ability to adapt to their needs and find solutions in any situation ranked us as the best choice in the market.



Outcome & KPIs

Answering Rate

Stores & Loyalty Program



85%

Answering rate - including customers who abandoned the calls

E-commerce



85%

Answering rate - including customers who abandoned the calls

Store Alert for Fast Order



95%

Answering rate + calling the store

Outcome & KPIs

Stores & Loyalty Program



48h

Solving time for loyalty card program & stores

E-commerce



24h

Solving time e-commerce

Complaints solving

Because this is a complex project, we must investigate various scenarios (ex. Missing products from the order, expired products in store or other customer complaints).

We usually escalate to partner these requests and respond to customers within a certain time frame.

we always managed to meet the deadlines.

Conclusions

Together with our partner, we managed to create an efficient customer support strategy.

All interactions and reports are now centralized. These reports can help our partner comprehend customer requirements more fully.

What about your business?

Do you have more than 10,000 monthly interactions?

Let's get in touch!

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