

CUSTOMER SERVICES

Helping to make Tradebe easier to do business with

Case Study

THE CHALLENGE

Due to our successful growth through acquisition our communication technology across the business was varied, historically single site focused, and was not available when working from home or other sites. This quickly became a critical issue during the COVID-19 crisis. Customers reported that they found it difficult to get in touch with us using their preferred method of communication, sometimes having to wait for significant periods for a response.

We also identified that it was difficult for prospective customers to engage in conversation with us using our website, only having the option to submit a form rather than ask immediate questions. Equally our systems were cumbersome to manage, having to jump from system to system to manage different issues.

THE SOLUTION

We needed to build a modern communication system that could work at any location, could handle all calls, emails and digital messaging and would enable us to introduce webchat on our website. We also needed to ensure that any contact received via any channel would be routed directly to the best possible person to deal with that enquiry in the quickest possible time. We designed a contact management workflow to address all of these issues, and then worked with our supplier NICE to build the solution, which went live at the end of September.

BENEFITS

Customers can now call, email or webchat us and be assured that we will pick up their contact quickly. The system searches for the most skilled person to handle their contact and routes it directly to them, so we now resolve a higher percentage of issues on first contact. Webchat appears on the website as an icon and allows customers the option to speak immediately with someone from our Sales or Customer Services team, which allows us to provide services more efficiently to new customers. With the introduction of Webchat we are also exploring the introduction of other popular messaging platforms, such as WhatsApp, which many of our customers now say is their preferred method of contact. Moving forward we are able to analyse and utilise the data that this system allows us to collate to provide significantly improved contact management performance, leading to quicker responses. We better understand customer needs and trends leading to improved services and more efficiently plan our resources to reduced operating costs.

INVESTMENT: £50.000

DURATION: 3 Months

CREW MEMBERS: 6

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