

Case Study.

Republic Manages Largest Ever Christmas Customer Service Peak With Eptica Web Self-service and Email Management

Requirements

- An integrated Website customer self-service and email management solution to answer customers' questions automatically online
- Reduce inbound customer contact, email handling time and improve first contact resolution
- Gain complete control of email routing, workflow, productivity and quality of all email correspondence

Results

Email deflection rate via Eptica Self-service **93%**

Email first contact resolution increases to **90%**

Solution

Web Self-service

Email Management

Republic is a leading multi-brand fashion retailer with over 80 stores in the UK and a top 10 Hitwise ecommerce site.

Challenge

Since Republic launched its online store in 2007, the number of email enquiries received by Republic's customer service team had grown dramatically month-on-month. Following a huge customer service peak in December '08, it became apparent that Republic's systems were not going to support business growth.

The success of the site was in danger of outstripping the customer service team's capacity to manage customer interactions on a one-to-one basis. Republic had no simple way to prioritise or track incoming emails, monitor the quality of replies or to achieve complete visibility of all email interactions with a customer – all of which made the management of emails increasingly challenging.

Consequently, Republic sought to implement a specialist customer self-service and email management system to reduce inbound contact, increase efficiency and maximise the knowledge available to customers during each first contact.

Solution

Republic adopted a self-service approach on its ecommerce site using Eptica Self-service to provide visitors with immediate online answers to their questions. To date, just 6.7% of customers using Eptica Self-service go on to submit an enquiry by email, thereby dramatically reducing the volume of incoming enquiries requiring a response.

Eptica Self-service is seamlessly integrated with Eptica Email Management. Both are self-learning systems which utilise an advanced 'meaning based' search engine and a centralised customer service knowledgebase. The technology accurately analyses the text of inbound email enquiries to provide customer service agents with the 'best answer'. Consequently, Republic's agents are able to reply to customers faster and more effectively and First Contact Resolution through its email channel has increased to 90%.

Eptica also enables the contact centre to actively participate in controlling inbound enquiries. As agents encounter new questions they use a 'one-click' action to flag them as needing an answer to be added to the system's knowledge base and made available to customers online via Eptica Self-service.

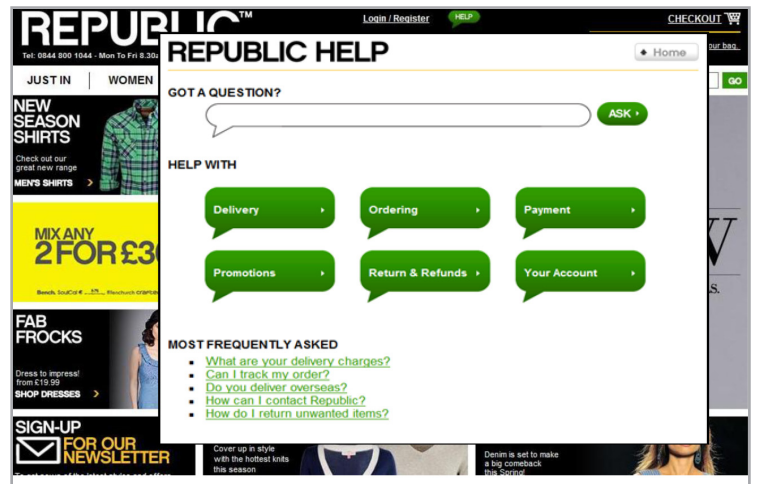
Similarly, when the contact centre experiences an influx of questions regarding a single issue such as pre-Christmas delivery deadlines, the information can be pushed to the top of Web Self-service pages so that customers can find it quickly and therefore not need to send an email to the customer services team.

Sharon Biltcliffe, Customer Service Manager at Republic, said: “We also use the system’s knowledge base to train new agents which has cut training time by at least half. We can take on temporary staff to help us with busy periods and in a couple of hours they can be ready to handle specific types of questions”

“We experienced a huge customer service peak in December ‘08 and it became apparent that our systems were not going to support business growth. One of the reasons we selected Eptica was the simplicity of the system from a user perspective and, once we’d decided to go ahead, it was up and running within 5 weeks. The contrast before and after implementing Eptica was extraordinary – we couldn’t have handled peak periods without it.”

Republic has proven that investing in service delivery through a fully-integrated approach to online customer service - with a system that evolves with every interaction - will increase both business efficiency and revenue performance.

To find out more about how Eptica can help you to improve online customer service and reduce your costs, contact info.en@eptica.com.



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