

# Large UK online retailer adapts assyst to save £3.1 million



## The challenge

Due to the size of the business, employees often didn't know who to contact for support and felt the issues they did raise seemed to disappear into a black hole.

Like many retail companies, our client's employees are also their customers. Seizing upon this opportunity, our client developed a tailored site where such users could flag incidents, suggest improvements to the experience and find solutions rapidly through a self-service portal. This program, called Customer First Aid, allowed customer-facing issues to be investigated and resolved while engaging employees across the business, improving the end user experience.

Prior to assyst, the Customer First Aid program was a basic process where issues were logged through a clunky Intranet. The administration team then used a manual system, such as spreadsheets, to manage the issues. Business users found the system to be useful, but the high volume of incidents meant that a more sustainable solution was required. The business turned to IT for a more efficient, practical solution to support and grow the system.

## The solution

After seeing what assyst could do for their IT department, our client found it was the perfect fit for enhancing their Customer First Aid program. The primary functions of the new system were simple, but effective.

Before the assyst implementation, our client's retail customers with a financial support account received payment plans from the incorrect company brand name. This error prompted a massive amount of unnecessary calls to the helpline. To solve this problem an automated letter is now sent directly to our client's customers, outlining their account details and the brand it relates to – made easy through the assyst software.

## About the client

Our client is the UK's largest and most successful online and home shopping company. With annual sales of £2.1 billion, it is a parent company that operates a number of well-known retail brands, each selling products from major suppliers including Sony, Nike and Dyson.

In addition to this, if a customer attempts to enter their account number on the incorrect site within our clients brand offerings, they are now automatically notified and re-directed to the correct site. This feature further reduces the number of query calls and frees up the support team to deal with second or third line incidents.

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assyst helped us gain a £3.1million benefit to the business through the tracking and facilitation of over 500 customer-focused service improvements from cost saving, customer retention and increased orders

Change Management Team Leader

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## The results

Thanks to assyst, our client noted tangible financial results. Having initiated more than 500 service improvements across the business, they reported a collective saving of £3.1 million in the first 18 months of implementation.

Changes made to the home delivery service resulted in a 50% decrease in the number of incidents over 18 months, significantly reducing the number of support calls relating to this area. This has represented an annual saving of £124,000.

Automation has greatly reduced costs and improved productivity company-wide. The automatic notification and re-direct function produced annual savings of over £835,000. The automated letter function, aimed at explaining account details, has reduced support calls and improved customer satisfaction. Put simply, the cost per enquiry is estimated to be an average of £2.28p, and with approximately 100,000 customers affected, our client saved approximately £228,000 from automating which information is included in a letter through assyst.

## Summary

- £3.1 million saved in 18 months.
- 50% increase in home delivery accuracy, equating to an annual saving of £124,000 in 18 months.
- Saved £228,000 with automated customer contact in 18 months.
- Saved over £835,000 with automatic redirect in 18 months.
- Employment engagement score in Your Shout, a popular employee reference website, improved by 20% in 12 months.

## Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

