

How BIG W improved efficiencies in their contact centre

A case study

The retail landscape has undergone dramatic changes in recent years in response to changing consumer shopping behaviours and expectations. As a result, many retailers now operate in an omnichannel environment combining physical stores with online shops and marketplace storefronts such as Amazon and eBay.

This multi-channel approach needs to be supported by a streamlined, customer-centric contact centre that can cope with day-to-day call volumes as well as influxes during peak times. Whether it's a seasonal spike in calls around a sales event or changes brought about by COVID-19 lockdowns and restrictions, call centres of all sizes have never been under more pressure to meet customer needs.



THE SOLUTION?

A cost-effective call routing technology that utilises artificial intelligence (AI) to improve customer experience, increase call centre efficiencies and automate conversations through identifying caller intent to send the customer on the appropriate journey to meet their needs.

Read on... to find out how Oration dramatically improved the efficiencies in a busy contact centre for leading Australian retailer, BIG W, during a major sale event.



The Client

BIG W, a large multi-channel retailer operating over 180 stores plus online shopping Australia-wide (including delivery and click and collect).



The Challenge

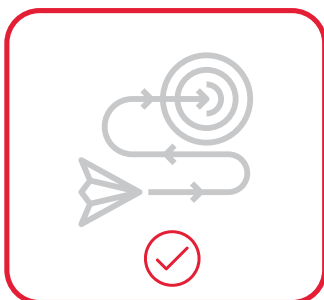
BIG W was approaching a major multi-channel sales event and needed to ensure their call centre was well-positioned to manage the increase in calls, which were projected to double over the sale period.



The Solution

Oration was simply slotted into their existing IVR setup, fully deployed and taking calls within one day of engagement. To aid with adoption and assist in uptake, Oration was given a persona, Bella, which helped with staff engagement within the call centre.

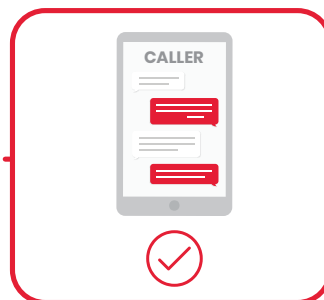
DEPLOYED FEATURES:



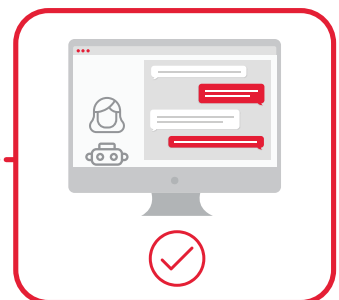
Targeted informational banners



Deflection of certain topics during busy times



Easy visual display of caller verbatim (what the caller wanted in their own language) to the agent



Topics presented back to PureCloud for routing decisions.



OMGeee... I wanted to check that Oration was doing as she should - I called through to one of my agents and she answered the call using the verbatim. She looooooves Oration... says it makes it so much easier to take calls!"

Contact Centre Manager





HOW ORATION WORKS

Oration embeds the latest speech recognition technology, along with advanced AI, within a simple to use management tool, giving customers more flexibility and speed of response than ever before. Even better, the solution can be managed by the business with no IT involvement.

Oration simply asks “**how can I help you today?**”. Whatever the answer may be, the call routing solution handles the call by playing targeted banners and directing the call to the most appropriate outcome. Oration decides if the caller needs to immediately talk to a call centre agent, requires further education first or can be offered a self serve option instead. The caller can even be politely deflected from the call centre altogether.

THE RESULT

- ✓ Day 1 – the BIG W contact centre reported a **10% reduction** in distribution of call reasons, related to the deflection target topic “where’s my order”
- ✓ Throughout the event, there was a consistent **deflection of 1-3%** of targeted calls per invocation of deflection banner
- ✓ **Average call handling time was reduced by 10-30 seconds** where agents used the verbatim in their greeting to caller
- ✓ **No animosity** was received from customers observed in interactions with Oration
- ✓ Call centre agents reported **friendlier and more empathetic customer interactions** after targeted banners added context for incoming callers.



By deploying Bella during COVID-19 we were able to communicate specific messages to customers based on call content and current concerns. This has helped us to provide a positive experience for those customers just wanting information and allowing agents to focus on the more complex calls.”

Marianne Tegel
Customer Care & Compliance, BIG W





KEY LEARNINGS

The real time nature of the Oration enabled the BIG W contact centre manager to continually adjust the caller experience on a day-to-day basis, reacting to the rapidly changing call profiles created by the retail environment. Basing decisions on the real time intent data has provided BIG W with critical insight into customer demands during both 'business as usual' periods and peak call times.

The simplicity of the solution supported by adding personification, increased the acceptance of a new technology by the call centre agents which helped drive real outcomes and savings.

Due to the success of the Oration integration during this major sales event, BIG W made the decision to permanently integrate Oration into their IVR set up.



WHY ORATION?

Oration is a cloud based solution that plugs directly into your current call centre platform and can be up and running within two to three days. The user-friendly interface is designed for call centre staff and management, with no technical knowledge or expertise required. And with a transaction based pricing model, it's affordable for contact centres of all sizes - whether you have five seats or a thousand.

Oration will change the way you'll do business and reimagine the AI powered call centre.

Interested in seeing how
Convai could **transform**
your call centre?

Contact us today



convai.com.au



info@convai.com.au