



# Delivering the future:

**Building a business case for improving the customer experience with one of the market's leading global logistics and courier service providers.**

For more than 12 years, we've been targeting key pain points for this market-leading global logistics and courier service provider, making tangible improvements across the business. Our focus on solutions has helped to shape clear goals and build strong foundations for business cases, making it easier to get buy-in from stakeholders while also managing risk.

Most recently, we supported the transition from on-premise to a Genesys cloud-based contact centre.

## **The benefits of omnichannel engagement**

With a cloud-based contact centre, customers can interact with the business as they like: through phone calls, emails, SMS, chatbots and social media. When staff can pick up a query at any point, on any channel, and move it forward seamlessly, it improves the experience for everyone.

**Improving the customer experience can increase revenue by up to 7% and profitability by up to 2%**

**Source:** [mckinsey.com/tr/our-insights/prediction-the-future-of-customer-experience](https://www.mckinsey.com/tr/our-insights/prediction-the-future-of-customer-experience)



## Driving the customer experience forward

The logistics firm had voice, email and chat systems that were siloed and disjointed. By tackling this head-on, the team were able to:

- **take control** of fragmented managed services.
- **deliver greater self-service capabilities**, reducing traffic into the contact centre.
- **enhance the skills and tools of employees** to deliver more accurate and timely information to customers.
- **unlock data capabilities** to better serve customers, with end-to-end tracking information.
- **improve workforce satisfaction** with the impact on cost and customer satisfaction.

## 81% of consumers prefer to use self-service options

Source: [get.nice.com/Digital-CX-Research-Report](https://get.nice.com/Digital-CX-Research-Report)

## A better way of working

With a better contact centre experience for both customers and staff, the business is now benefiting from:

- **reduced call centre costs**, with minimal on-premise equipment and the ability to flex with demand
- **enhanced internal communications**, further improving employee engagement
- **confident, proactive business decisions** based on real-time insights from extensive data.

## Long-term outlook

The business is now looking to scale improvements across 120+ countries, implementing positive changes for 10,000+ agents and hundreds of sites where customer contact centres are available.



## We've got your back

- **Cloud-first approach** to future-proof the roadmap and provide the flexibility and scalability the organisation needs to remain agile.
- **Global reach** - a critical factor for the business, which operates all over the world.
- **End-to-end capabilities** with a 360 view of the client's technology estate, meaning customers can focus solely on their business and leave the complex bits to us.

## The power of partnership

One of the key elements of this transformation were clearly defined pilot projects. We started with two pilot schemes that demonstrated the benefits while managing risk – helping to gain buy-in across the organisation. Part of what makes this partnership special is a clear alignment in purpose and values, plus a shared passion for connecting people to make a positive difference.



### Offices Worldwide

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