

# American Department Store Chain

Actionable Recommendations

15

Annual calls Eliminated

600K

Annual Savings

\$3.7M

## Challenge

One of the oldest department store chains in America is actively seeking ways to streamline their customers' online order processing to ensure that they have the best possible purchase and delivery experience. And naturally, they were looking for ways to save on customer service and operations costs along the way.

[24]7.ai™ was challenged to identify actionable recommendations that would result in long-term, recurring cost savings to the retailer. The retailer team chose to delve into the customer journey involved in purchases of large appliances that are relatively high dollar value and require specialized home delivery.

## Solution

[24]7.ai implemented [24]7 Journey Analytics™ software, building an omni-channel customer journey model using the client's Big Data (78 million customer events from 6 data feeds). The model was then used by a joint [24]7.ai and client team to conduct root-cause analytics that consisted of broadscan analytics, deep dive analytics, verbatim analytics, and collaborative solutioning resulting in actionable recommendations. The objective of the analysis was to identify pain points in the online ordering customer journey that were driving unnecessary calls, missed truck rolls and, CSAT issues. Focus was on identifying actionable solutions to improve the online shopping cart, IVR, call center, back of house, and delivery functions.

## Results

The [24]7 Journey Analytics process identified 15 actionable items this retailer could address that would eliminate almost 600K calls a year. These actions include upgrades in agent training, cart adjustments, order confirmations, delivery communications, real time tracking, and exchange/refund processes.

