



## VoiceSage Helps Home Retail Group Transform Customer Experience

### About Home Retail Group

Home Retail Group (now acquired by Sainsbury's) was a leading UK home and general merchandise retailer whose brands included Argos, Homebase and Habitat. The Group handled 10 million inbound calls a year and 2 million order and delivery email enquiries, and employed 1,800 contact centre staff.

### The Challenge

The main challenge for Home Retail Group was to **improve performance, enhance efficiency, and raise customer satisfaction**. Traditionally, agents would call customers to confirm order delivery dates and times, and typically achieved only a **30-40% answer rate**. As their incoming call volumes were extremely high, they wanted to be able to send proactive outbound messages in order to **reduce the number of routine customer order and delivery queries they received, and optimize staff time**.

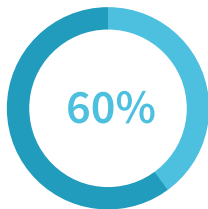


## The Solution

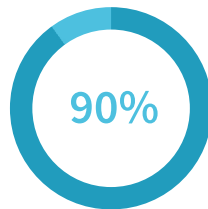
**VoiceSage** worked with Home Retail Group to provide **Interactive Voice Messaging** and **SMS solutions** in its tele-booking facility. These solutions would be used to inform customers about their deliveries, such as to **notify them of their two-hour delivery window** on the day before shipment, or to advise them of unforeseen delivery delays. This activity would account for some of **40,000 outbound contacts** each day which would otherwise have to be made by agents.



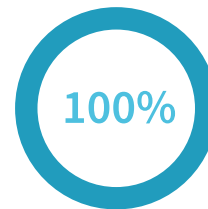
## The Results



**60% of contacts now being made via SMS**



**90% of incoming calls answered**



**Achieved contact with 100% of customers**

**Within four weeks**, Home Retail Group were achieving the same number of contacts per hour as before, but with a significantly **higher hit rate and reduction in agents' time**. Telephony costs significantly decreased too, as **60% of contacts were now being made via SMS**. In 2011, when the UK was brought to a standstill by snow, the group **achieved contact with 100% of its customers**. It **issued over 85,000 messages** in one week, and was able to **answer 90% of incoming calls**. By contrast, during a previous similar disruption, they only achieved **25,000 outbound calls**, with only **35% of calls answered**. This solution not only optimizes agent time, but also **improves customer satisfaction and experience** by keeping everyone informed.

*“ The major reason we chose VoiceSage in particular is because of the ability to set up campaigns on our own – ad hoc and very quickly. We wanted the freedom that VoiceSage gives us. ”*

**- Mark Fox, Real-Time Contact Centre Manager**