



The WFH Challenge for Retail

Remote Agents, Accessible Data, First-Contact Resolutions & Boosting CX

**Boost
CSAT &
Service
Level**

**Enable
100%
Remote
Working**

**Create &
Optimise
Workflow
Efficiency**

Beyond a Call Centre: the Demands of Modern Retail



As you seek improved efficiency & productivity, legacy systems hold you back

The pressure is on for retailers to streamline operations, increase productivity levels, and boost processes; but an antiquated comms system (with switchboards, complex UI, a lack of monitoring, and a non-optimal IVR setup, to name just a few pain points) simply cannot support this continued growth. As a result, retail operations stagnate.



Remote work has become vital for you to stay proactive, forward-facing, & agile

The modern purchasing environment is open to many logistical and geopolitical risks. Lines of communication are vast; premises may be forced to close doors; you need to look further afield for the best service reps and agents. Lacking remote functionality, your critical activities are tied to one location - and consequently, tied to a bygone era of operations.



You need a modern, practical & affordable guarantee of optimal service levels

First-contact resolutions, an optimal eCommerce store, secure payments, CSAT and the CX are all operational priorities. The customer's journey matters, and anything less than excellence is a weakness. Frustratingly, the unreliable and convoluted yesteryear systems that prevent you from attaining high service levels often come with long training times and hidden costs.



System enhancements & workforce management are hindered by the data gap

Without real-time monitoring and a data-collection infrastructure, you lack the statistical insight necessary to refine and improve retail operations continually. This lack of data makes it practically impossible to manage your teams optimally; moreover, you're unable to reliably predict call volume spikes, which can create a CX minefield.

The Case in Point: Topps Tiles

Background

- *“For the last 50 years we [Topps Tiles] have had a simple philosophy for business, providing an inspirational shopping experience and unrivalled product range authority, coupled with exceptional convenience.”*

- Since first opening its doors in 1963, in Sale, Manchester, Topps Tiles has grown to become the UK's number one tile retailer with 1,500+ specialist experts across over 300 stores nationwide. The company has always been proud to couple an outstanding range of tiles with “excellent and knowledgeable customer service”.

The Challenge

Committed to excellent customer journeys with outstanding service, Topps Tiles aimed to implement a new CRM - without impeding the quality of CX during rollout. The team also wanted a special ticketing system for customers, to accelerate user journeys and eliminate the need to give the same information multiple times. For Topps Tiles, the ideal scenario was: agents working on an efficient, centralised platform, with auto-prompted data-capturing, and the ability to pick up customer enquiries where they left off, and not restart the entire journey again.

“We pride ourselves on inspiring our customers through our love of tiles and giving world-class customer experience [...] We wanted to have a ticketing system which would improve the customer journey, so they would spend less time repeating their issues and more time with us solving them”

- Sarah Kite, Customer Insights Manager



The Solution:

Our VCC (Virtual Contact Centre)



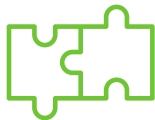
Affordably self-provisioning

For you as a retailer, self-provisioning tools make sense. Our VCC means you 'own' a part of your comms solution - but it doesn't cost the earth.



Cutting-edge & future-proof

Consolidate all your contact tools to optimise processes. A proactive, modern solution that includes social media, SMS, VoIP, email and more.



Integrate with your CRM seamlessly

Whether you use Zendesk, Salesforce, Dynamics or any other CRM, our VCC integrates painlessly for minimum downtime and maximum efficiency.



Hit KPIs & achieve metrics for growth

Leverage data to boost ROI, improve CSAT, raise service level, reduce abandonment and more. Our VCC is made for and works in harmony with your business goals.



Built specifically for retailers

Our VCC is designed for retail. It streamlines buyer-seller interactions, optimises e-commerce and boosts order volume - and our sector-specialised support is available 24/7.



Cloud-based, intuitive & remote

Enable WFH and upgrade while working - without downtime. Boost employee fulfilment and improve productivity. A user-friendly solution with minimal onboarding.



Data security for riskless payments

Retailers need robust data protection in place. Our VCC enables PCI payments and works in tandem with PCIPal, so your customers shop with confidence.



Omnichannel CX innovation

Your customers expect a premium service as they switch channels. Our VCC elevates your CX; streamlining journeys and turning shoppers into lifelong brand loyalists.

"We have worked with Call Handling for a number of years now and have always been really impressed with their desire to add value to our business through their expertise [...] Call Handling created an app that meant the telephony piece was integrated into the new CRM. This created efficiencies within the team, as the agents no longer had to work in different platforms"

- Sarah Kite, Customer Insights Manager

Touchless Buyer-Seller Connections: A Deeper CX

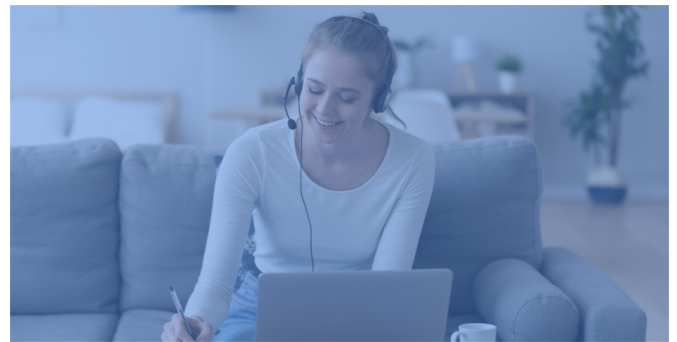


Problem: Inefficient and non-optimal systems stagnate your operations

Solution: A cutting-edge, innovative and future-proof contact centre

Outcome: Your system is easy for agents to use & enables ongoing business growth

A truly innovative and state-of-the-art solution based in the cloud unlocks the potential to reach peak efficiency and productivity. In turn, you can reach for ever-more ambitious core KPIs - such as CSAT, service level and ROI - and trust in a future-facing system that your teams can operate intuitively and effortlessly.



Problem: WFH and remote functionality are essential for modern retail comms

Solution: Cloud-based and risk-averse technology that optimises your teams

Outcome: Your entire staff can work remotely, so you avoid risks & move with the times

With all data accessible in a centralised digital location, your teams can work efficiently from anywhere. You aren't subject to the same geopolitical risks, such as the COVID-19 pandemic, because you aren't tied to a location; moreover, you can cut down on the cost of premises, and ensure you hire the right staff, regardless of where they live.



Problem: You need to affordably guarantee an optimal & efficient service

Solution: An omnichannel and self-provisioning tool, designed for retail

Outcome: Your CX is optimised in a retail-centric & fully-managed solution

Having a virtual contact centre aligned with your specific goals as a retailer - eCommerce UX, service level, CLV and first-contact resolutions, to name just a few - means the things that matter to you (and your buyers) are always a priority. Plus, you'll have 24/7 access to our retail-specialised, human-focussed and hands-on support facilities.



Problem: Lacking data insight, it's difficult to improve, or manage, your operations

Solution: Real-time agent monitoring, statistical reports and data collection

Outcome: Your decisions are informed by data & you can better manage your workforce

Accurate prediction of peak volumes drastically reduces the time buyers wait in queues, and data-driven insight bolsters agent adherence. You'll also be positioned to utilise statistics in the future; with reliable and instantaneous reports, you'll have a bird's eye view of what works and what doesn't, and you can use this insight to improve your operation and expand your service.

The Value in VCC: Topps Tiles

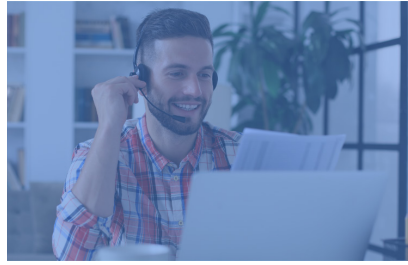
"The solution has without doubt improved the levels of service that we provide to our customers on a day-to-day basis and has created efficiencies across the team, which were our two key objectives when scoping out this project. The service has been second to none, and the team always go above and beyond to really have an understanding of what we require - and then delivering on their promises"

- Sarah Kite, Customer Insights Manager



Peak CSAT & Exemplary Service

Creating the conditions to deliver and maintain outstanding levels of service was always a priority for Topps Tiles. The customer's experience is a vital part of the brand ethos. With our VCC, the team were able to deliver on the promise made in 1963 - to meet each and every customer with warmth, knowledge, skill and convenience.



Home Working Enabled

Thanks to the future-proof infrastructure of our VCC, Topps Tiles are equipped with the facilities to locate critical operations wherever they choose; whether in the office or in agents' homes. In turn, this unlocks the potential to make massive savings through a reduction in costs. This means operations aren't just modern - they're cost-effective.



New Efficiencies Created

Aside from improving and future-proofing the customer service Topps Tiles provide, our VCC also streamlined and optimised workflows. Now, the team can now provide modern customer service, more quickly, with less cost. Optimised workflows are a difference-maker for retailers; with our VCC, Topps Tiles found the balance between excellence and efficiency.

Book Your Discovery Call



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