



KONICA MINOLTA

CASE STUDY

Beyond Boundaries



OMNICHANNEL CUSTOMER SERVICE FOR THE RETAIL INDUSTRY

THE BACKGROUND

Our client is renowned for its beauty products and owns a diverse range of brands. One of their core values is “Customers First”. To deliver this value, they attach great importance to the entire customer journey wherever in physical or online shops, aiming to provide a pleasant and professional shopping experience for their customers to build brand loyalty.

THE CHALLENGE

Nowadays, customers are willing to use omnichannel (such as website, email, call centre, social media platform, etc.) to interact with the product or service providers. As a result, customers are experiencing a fragmented customer journey as data silos occur across these siloed platforms. How to provide a consistent, seamless, personalized customer experience across all touchpoints becomes a great challenge!

As quality customer service (CS) with accuracy, speed and convenience is of its utmost importance, our client requires a record tracking and reporting system for maintaining quality CS to enhance their customer satisfaction and loyalty.



Quality CS with accuracy, speed and convenience

Year-round CS service providing personalized customer experience

Enhance customer satisfaction and loyalty

To deal with the situation, Konica Minolta's Next-Gen Contact Center offers flexible, scalable and professional CS to meet our client's needs.

Extended Working Hours

1 Since one of the core values of our client is providing "Customers First" service, Konica Minolta's Next-Gen Contact Center has extended its working hours to provide year-round service for them including public holidays, making a step forward by providing more convenience for their customers to contact them anytime they wish.

Customized Reply

2 Next-Gen Contact Center is operated by local CS professionals who speak fluent English, Cantonese and Putonghua. To help our client build better customer relations, our CS team provides cordial and customized responses instead of mechanical ones. Moreover, we provide a comprehensive history log for the company to go through each customer's message so as to fully understand their needs and to provide proper assistance to reflect the dedication of the brand to customer satisfaction.

Ticket Portal

3 CS Management Portal is built for recording how our CS team interacts with customers throughout the customer journey via various omnichannel platforms such as voice, email, SMS, social media and instant messaging to provide personalized services. This portal is a single platform for different departments to communicate on the same case, share the latest follow-up actions, set up workflows for automation and increase efficiency. The log history records all the actions taken per case for the management to monitor and review.

Data Analysis and Security

4 Konica Minolta's Next-Gen Contact Center has obtained ISO27001 certification to ensure data security. We generate BI reports to help our client analyze message data, understand customers' concerns and share data with relevant departments by showing the case volume per brand, source media, in a particular timeframe or in a format stipulated by our client. We also conduct regular visits to them for service review with a view to further enhancing customer satisfaction.

KEY BENEFITS



Enhance Customer Engagement

Ensure proper and timely response to customers across all touchpoints



Scalability

Grow your call center according to your seasonal promotions and business plans



Ensure Business Continuity

Uninterrupted service during disruptive incidents

Contact us for more information at 2565 8181 (Press 2>8)

