SUCCESS STORY: MARKS & SPENCER

Joined-up Shopping Experience
Keeps the Focus on Customers

Marks & Spencer Transforms Service and Grows Revenue by Integrating Every Customer Touchpoint

The Largest Retail Transformation in Europe

Premium customer experience (CX) has always been at the heart of the 130-year history of Marks & Spencer. Today, that means ensuring that customers don’t need to re-tell their story each time they make contact. It means if they want to swap channels—turning a web-shopping session into a phone call, for example—the experience must be swift and seamless. And it means all agents have to be able to answer customers’ queries such as, “When will my delivery arrive?” the first time, every time.

But at Marks & Spencer, interaction channels didn’t talk to each other. An omnichannel model serving both digital channels as well as the company’s 1,253 retail outlets was needed.

Founded on tighter IT integration, a re-engineered website, an overhaul of order management and e-commerce systems, and a brand-new contact centre, the company embarked on the largest retail transformation in Europe.

“We completely replaced our legacy contact centres with a Genesys platform, using the entire Genesys product suite across all channels and media,” says Ian Mahoney, Head of Delivery Services. “Now, for the first time, we’ve linked everything together for a single, 360-degree customer view.”

Up and Running in Record Time

Delivery deadlines were incredibly tight. This had to be a mid-flight operation with no downtime allowed, because the new contact centre had to be fully operational before the Christmas sales peak. Contact centre specialist Anana was chosen to manage the crucial task of integrating hardware, software, interconnects, and interfaces.
SUCCESS STORY: MARKS & SPENCER

“Traditionally a project of this size, with over 1,000 complex requirements, would take years to accomplish. By choosing the best combination of technology platform and integration partner, we achieved it in record time.”

Ian Mahoney, Head of Delivery Services, Marks & Spencer

“Their track record of bringing challenging projects in on time made Anana the obvious choice,” says Mahoney. “We also wanted a supplier with a solution-based mind-set who could reliably perform amidst changing requirements.”

A project that would normally take two years had to be finished in just seven months, and Anana worked tirelessly with Marks & Spencer to achieve that minor miracle, delivering the full omnichannel solution as well as ongoing hosting, management, and support.

“Traditionally a project of this size, with over 1,000 complex requirements, would take years to accomplish,” says Mahoney. “By choosing the best combination of technology platform and integration partner, we achieved it in record time.”

Engaging Customers with Passion and Energy

Marks & Spencer has unified and virtualised its in-house and outsourced contact centres. The result is an integrated, omnichannel operation that enfolds all areas of the company’s business. All channels are connected—parcels and mail, voice, email, social media, SMS, web chat, and web engagement.

Customisation by Anana means it’s possible, for example, to track deliveries and respond to letters on the Genesys platform. Non-contact centre interactions are now visible to all agents so they can handle all enquiries quickly and focus on excellent service.

“We no longer worry about how people contact us,” says Mahoney. “We only worry about responding effectively—with passion and energy—to every chance to support our customers.”

For example, an order placed through the Marks & Spencer website now appears instantly in the customer’s unified interaction history. If the customer then phones to make sure the order has been received, an agent will see it even before answering the call.

Real-time turnaround has directly benefited sales. Marks & Spencer has raised overall sales by 4% and online sales by 8.2%. In addition, web chat has generated significant revenue from relatively few orders, simply by helping customers with forgotten passwords or incorrect promo codes.

The service paid for itself in the first four months. Having already processed tens of thousands of live interactions, it’s being expanded into a full online sales support tool.

Workload management and reporting have made the contact centre more efficient, and Marks & Spencer is now looking at speech and data analytics to help further enhance their CX.

Mahoney says, “Our agents are one step ahead of our customers at any point in their journey and can immediately and intelligently address their needs. We have a full and true view of our entire business in one solution. That puts us in a great place for continuous service improvement.”

RESULTS

Improved Customer service
agents have a 360 degree view to address customer needs more effectively

4% increase in overall sales

8.2% increase in online sales

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

Visit us at genesys.com or call us at +1.888.436.3797

Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2016 Genesys. All rights reserved.