



## UK Retail

Digital Customer Service Desk

## CASE STUDY

### The Business

Two retailers with over 300 stores between them, with booming online sales and global presences and annual revenues of more than £340m



### The Challenge

Significantly improve the customer service experience for the right price. Their existing desks were unable to provide the quality of service and digital engagement customers expect today.



### The Solution

Dexter specialists identified client and customer needs, went to market to find the best suppliers, and enabled the clients to choose a new supplier.



### The Results

Two customer focussed digital service desks in place within 4 months from idea to implementation. One for the same cost as a legacy in-house desk cost and the other saving over £250k per year.



### Improving the customer service experience

Two of Dexter's clients had poor customer service ratings, due mostly to their customer helpdesks. Whilst one was a low-cost legacy in house desk, the other was part of a long-term outsourcing arrangement where the service had not been modernised. Both were providing poor levels of customer service and received negative feedback on the various review sites. Both could only take phone calls and lacked the digital channels today's customers expect. Dexter was engaged to build a business case, source, negotiate and manage the replacement of both services.

Dexter reviewed each client's current service, compared it with the market best and created identified the specification for their new desks. Both had a similar customer excellence wish lists:

- A single view of the customer,
- the ability to engage with customers over telephone, webchat, and social media channels.
- and a scalable service to help them provide superb customer service even during sales and peak periods like Christmas, Hallowe'en and Valentine's Day.

The new specifications were used to create a tender document and Dexter managed the process, engaging potential suppliers, validating, and comparing the responses, and arranging client sessions, as well as the all-important commercials.

Once selected, contracts were drawn up, signed and the new services started. Both clients moved to scalable, digital service desks at the same cost as the -cost voice-only legacy service replacing a previously outsourced saving over £250,000 per year.



Months from idea to implementation



No of new customer channels introduced



Customer Saving per year

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