

CASE STUDY

Frictionless, scalable customer services for a large North American retailer

One of North America's largest retailers in the education sector was struggling to handle volume peaks of customer queries during the busy season. Our client was looking for support to reimagine its existing applications and leverage agile resources across its complex network of franchisee stores.

Capgemini implemented an enhanced, cost-effective interaction strategy to improve the client's internal communication and customer query

resolution across its global network. This included:

- An omnichannel customer contact front office enabled through Zendesk
- A front-office customer service team managing customers queries and application support to managers and employees across its 1,500 stores
- Back-office service support for technical queries and exceptions.

Capgemini's interaction service leverages intelligent automation to capture data across the customer channels – phone calls, email, chat, employee portal, and self-service platform. This was integrated with an Intelligent Command Center, designed and implemented to generate enhanced customer behavior insights.

Within 12 weeks, Capgemini delivered:

