

CO-CREATING A HIGH-CLASS CUSTOMER EXPERIENCE FOR HUNKEMÖLLER



Hunkemöller, one of the largest high-street lingerie brands in the Benelux and Germany, aimed to implement a customer service system that consolidates all customer service agent activities into a single tool, seamlessly integrating their landscape. Capgemini helped Hunkemöller shift their customer service from a cost center to a value center by creating an integrated 360 degree view of their customers that enabled cross-selling and upselling by providing actionable insights.

Revamping customer experience in the new normal

The world of customer service is in constant change and Hunkemöller recognized that the need for improving the current service operation was imperative. They needed a customer service tool that would optimize and automate processes within customer service agent workflows and ensure seamless experiences for their customers. With stores being closed across countries due to the pandemic, customers were unable to shop in-store. This led to a massive shift towards e-commerce, which had a tremendous impact on the customer service desk.

While the Sheroes (Hunkemöller's customers) demand a seamless omni-channel experience, the employees need to feel fully empowered when they interact with the Sheroes. The objective was to use state-of-the-art technology to enhance operational performance and contribute to a better experience for the Sheroes as well as the employees. Moreover, helping Hunkemöller to cross- and upsell during the customer service contact moments was also a key objective.

From a cost center to value center

Capgemini implemented an omni-channel Salesforce Service Cloud system as a fit-for-purpose solution, with a fully embedded telephony system, by providing best practices that bolstered business value. The solution enables Hunkemöller to provide all relevant information to the agents in one screen. As a result, the employees can delight the Sheroes, as they have a full overview of the customer including information such as recent orders, shipping details, loyalty point balance, etc.

Some features of the solution include:

- Creating an integrated 360 degree view of the Sheroes.
- Enabling Hunkemöller's employees to cross- and upsell by providing the right information.
- Providing tools and automation to reduce manual work.
- Developing real-time reports and actionable insights on the KPIs.
- Providing post-go-live support.
- Implementation in a step-by-step approach, quickly delivering value by releasing new functionalities in manageable packages.

By combining all contact channels and enabled with all relevant customer data at hand, Hunkemöller employees can provide an optimal customer experience, in turn, transforming the customer service center from a cost center to a value center.

All interactions are managed within one central user interface as Capgemini implemented a variety of integrations to bring the right information at the right time not only for the centralized customer service agents, but also by developing a basic interface for store employees. With a newly introduced variety of channels connecting the customers to the relevant customer service, Hunkemöller successfully catered to the needs of their customers.



Business benefits for Hunkemöller includes:

- Enabling revenue generating opportunities through the order on behalf functionalities incorporated in Salesforce Service Cloud.
- Reduced average handling time on phone calls.
- Increased self-service (chatbot).
- Optimized knowledge management database.
- Increased first-time-right answering.
- Optimal support for customer service agents, having all information at hand, less clicking.
- Agents can seamlessly work from any location.
- Optimized insights in data via reporting and dashboarding.

Collaborative Business Experience™

In an agile co-collaboration way of working, Hunkemöller and Capgemini together created a roadmap for the implementation. The mindset of executing the solution together, as customer and system implementer, was one of the key success factors. The level of customizations was kept to a minimum, ensuring that the application can be easily extended in the future. The first release was promptly followed up by a second release, which introduced a variety of new features.

Geared for more

Having delivered the foundation of the customer service platform, Capgemini will continue to add value that will further increase the level of support Hunkemöller can provide to its customers. By gaining more insights from the employee experience, the user interface from the Service Cloud console will be enhanced. In a nutshell, the Salesforce Service Cloud implementation will be another milestone in Hunkemöller's success story as a leading omni-channel brand globally.

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