

CO-CREATING EXCEPTIONAL SIMPLICITY FOR CUSTOMER SERVICE

HEMA chooses Capgemini to elevate its customer experience to the next level with Salesforce Service Cloud and Social Studio

“ HEMA and Capgemini worked shoulder to shoulder to take the next step in our omnichannel growth strategy. Capgemini was chosen as our implementation partner based on its strong experience in the retail sector and ability to create an advanced and attractive customer services workflow and workplace for our employees. I am pleased with the overall excellent customer experience capabilities demonstrated throughout the bid process and the project. ”

Martijn Regterschot
Manager Consumer Services,
HEMA



HEMA is a renowned Dutch retail company with more than 32,000 own-brand products and services. It has close to 750 stores and approximately 19,000 employees, with a market focus on Benelux and France. HEMA's mission is to create a better everyday life in a more beautiful world. This translates into making products that are more practical, more beautiful, and better. To this end, HEMA develops products that last longer and are therefore more sustainable. The products are often also fun to use, which brings a smile to customers' faces. A key element of HEMA's mission is the ability to provide a perfect omnichannel experience to its customers.

The Experience Challenge

The world of customer service is constantly evolving and HEMA wants to keep up. The company recognized a few gaps in its current services, which needed to be more customer-centric, more focused on loyalty, easier to connect with, have a shorter response time, and offer more cross-sales opportunities. HEMA wanted to close these gaps by providing accurate solutions to customer queries in the first place, and by empowering customer service agents to provide expert advice on HEMA products. In short; HEMA aimed to strengthen overall communication and services in order to provide its customers with a true omnichannel experience.

HEMA and Capgemini: co-creation

In partnership with Capgemini, HEMA implemented Salesforce Service Cloud and Social Studio. Capgemini's Agile project methodology enabled co-creation with HEMA, and successful and fast deployment of Salesforce. For this project, Capgemini applied an Agile co-creation approach, which immediately resulted in a stronger alignment with business goals. The combined team of experts from within different domains of Capgemini delivered all the necessary capabilities to build the required product using the phased project approach. A large set of technologies was replaced or integrated within a period of five months. The Salesforce Service Cloud project included parallel development of a new

event-driven architecture. This was integrated with Salesforce for several data objects (order, customer, product) using Platform events. This innovation also enabled several other key projects within HEMA. To date, more than 600 user stories have been implemented and over 150 customer support agents have been trained.

The Solution

The Salesforce Service Cloud gives HEMA employees a unified customer view. It ensures that the entire service team has the right information and insight into all its customers through Salesforce analytics and integrated telephony functionality. HEMA employees are now able to focus on the needs and wishes of their customers and offer them an engaging and distinctive customer experience. HEMA used out-of-the-box functionality as much as possible and Salesforce Service Cloud best practices in order to create a sustainable and future-proof platform. This resulted in the redesign of internal processes, leading to a new way of working for the customer service department and the rest of the organization, as well as streamlined operations.

Benefits:

- Provides service agents with a 360-degree customer view.
- Improved customer experience.
- Improved customer service responsiveness.
- Increased customer satisfaction (measured by CSAT, CES & NPS).
- Enables HEMA employees to cross-sell and upsell by providing them with the right information at the right time.
- Provides tools and automation to reduce manual work.
- Enables real-time reports and actionable insights on KPIs.
- Gives HEMA employees the opportunity to work with advanced technology, creating an attractive workplace.
- Centralized Knowledge Management powered by AI combined with a new Knowledge Management Organization.

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