

# Elkjop Delivers an Inspiring Customer Experience Across All Channels with Verint

## Opportunity

Elkjop is the largest consumer electronics retailer in the Nordic region. Owned by Dixons Carphone, the organisation has 11,000 employees and 400 stores in six countries. Like every successful retail organisation, Elkjop understands that delivering an optimal customer experience correlates to business growth and success. Modern shoppers are mobile and in control of the relationship. They want to transact quickly, at their convenience, and through their preferred channel – throughout the pre-shop, shop, and post-shop phases of the consumer journey.

For Elkjop, this meant enacting a simple, modern, and automated customer engagement strategy. One that drives deeper loyalty, enhances retail performance, and keeps the company one step ahead of the competition.

The challenge Elkjop faced in delivering this model was rooted in its contact centre operations. Legacy technology and processes undermined its ability to deliver an agile service experience, adapt to emerging retail trends, and cope with surges in customer enquiries.

“We take pride in the quality and depth of our customer service,” says Tobias Zackrisson, business development manager at Elkjop. “However, we understand the need to create a more connected customer experience. In today’s digital age, we need to connect channels and leverage our customer data more effectively, so we can deliver an efficient and rewarding experience that increases customer loyalty.”

## Solution

Elkjop partnered with Verint® to incrementally deploy a next-generation customer engagement platform, with a focus on enhancing agility, change management, and customer experience.

“Verint was our first choice for many reasons,” Zackrisson explains. “The company is consistently highly rated in analyst reports measuring customer engagement, has a proven track record, and has a very exciting product roadmap.”

Elkjop initially deployed Verint Employee Desktop™ to create unified access to the applications and information required by its 500 advisors handling customer cases within its contact centres in Copenhagen and Helsinki. Integrated with Elkjop’s existing customer database, the solution provides advisors with a single view of customers’ contact history. During this initial phase, Verint Case Management™ was also implemented, enabling customer cases to be created and tracked within a single platform.

With the initial implementation of Verint Employee Desktop and Verint Case Management, Elkjop not only created a consolidated desktop within its contact centres, but established a foundation for multichannel service delivery and support for multiple retail brands all from a single desktop.

**VERINT**

## Customer Success Story



### Solutions

- Verint® Employee Desktop™
- Verint Knowledge Management™
- Verint Case Management™
- Verint Email Management™
- Verint Live Chat™



### Industry

Retail



### Region

EMEA

## Results

- Created a single, unified desktop supporting multichannel service delivery and multiple retail brands.
- Improved customer satisfaction and loyalty through the delivery of personalised, consistent, and contextual service.
- Gained a holistic, near real-time view of the customer.
- Addresses customer enquiries faster, more consistently, and with greater confidence.

“ The majority of cases we receive are service related, such as changing an order, changing delivery time or location, or checking up on the delivery schedule. We receive up to five million customer enquiries every year through all channels. Verint enables us to balance this demand, prioritise enquiries in the queue, move advisors between functions, and proactively monitor queues. The technology is a game-changer for Elkjop.”

– Tobias Zackrisson, business development manager, Elkjop

Additionally, it gained a holistic, near real-time view of the customer, with information relevant to the context of customer enquiries surfaced via integration to third-party applications.

Next, to augment multichannel service delivery, Elkjop deployed Verint Email Management™. Automating the process of capturing, interpreting, and routing emails, the solution further enables advisors to respond to customers quickly and consistently. Enhancing this capability was the integration with Elkjop's electronic point-of-sale (EPOS) systems, providing advisors with visibility into customer receipts and service orders across any one of the retailer's 400 stores.

Elkjop subsequently strengthened its modern, omnichannel engagement strategy with the addition of Verint Live Chat™, which enables online customers to chat with Elkjop advisors over the web or via mobile devices for help while leveraging self-service options. The solution also gives the retailer the flexibility to monitor online interactions, offer assistance, and dynamically present targeted promotions to help boost online sales.

Finally, with consumer electronics such as audio-visual systems inherently being technical in nature, Verint Knowledge Management™ was a welcome addition to Elkjop's next-generation customer engagement platform. The solution helps advisors quickly find current, accurate product information in order to address complex customer enquiries faster, more consistently, and with greater confidence.

## Benefits

With Verint, Elkjop is transforming the speed, quality, and efficiency of customer engagement, ensuring consumers across the Nordic region receive the experience they expect across all engagement channels and, in turn, remain loyal to the retail brand.

The benefits Elkjop has seen from moving to a modern, unified customer engagement platform from Verint include:

- **Enhanced engagement.** Advisors can respond to customer enquiries through whichever channel the customer chooses, helping to ensure convenience, speed, consistency, and quality.
- **Personalised service experience.** Elkjop can connect knowledge, data, processes, and channels within a unified desktop, enabling it to deliver personalised, consistent, and contextual service to elevate customer satisfaction.
- **Integration.** With seamless integration between the Verint platform and Elkjop's data analytics warehouse, forecasting, EPOS, and other systems, advisors have a complete picture of the customer to deliver even more prompt, expert service.
- **Flexibility:** Elkjop can monitor demand for agent services and move resources between contact centres and brands quickly and transparently.
- **Trusted partnership:** By standardising on Verint, Elkjop can deploy services quicker, react to opportunities faster, and improve business processes.

## The Customer Engagement Company™

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