



Case Study

Worten

**“Worten always”
and through any channel**





worten

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Challenge

To find a solution that enables a more efficient management as far as the handling of interactions across all channels is concerned, reducing costs and optimizing performance.

Solution

Implementation of GoContact in partnership with ManpowerGroup Solutions, the service provider that manages every Worten's Contact Centre operation. Provision of an omnichannel approach and integration, in a single interface, of every interaction across all channels, backed up with integrated statistics and real-time reporting for monitoring the Contact Centre's performance.

Results

Cost reduction, performance optimization and improved management of the Contact Centre's activities, with real-time access to all client interaction records, allowing for customer service customization and ensuring a better response to the needs of each customer.



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Worten is a Portuguese company and the national market leader in electrical household appliances, consumer electronics and entertainment. It has over 180 stores scattered throughout Portugal (both mainland Portugal and the Portuguese islands), and over 40 stores scattered throughout Spain, as well as 2 online stores for the Portuguese and Spanish territories. Worten is one of SONAE’s brands, being SONAE one of the largest private business groups in Portugal, currently employing about 40.000 employees and holding a market value of more than EUR 2 billion.

Worten has been awarded the “Trusted brand” seal by the Portuguese and exhibits, since 2016, a new brand identity, reflected in a new logo and the incorporation of a brand icon. Also, the slogan “Worten always” has taken on a whole new meaning. As stated by the company: “We don’t want to be your Worten just today, we want to be your Worten always.” This brand signature aims at taking the brand to a new relational level and committing to the ambition of staying amongst the Portuguese for the next 20 years, just as it has been for the past 20.

The importance of Worten’s Contact Centre

To meet consumers’ expectations, Worten has been standing out, over the past few years, due to its omnichannel strategy. The brand is also concerned about the integration of the physical and the digital worlds, providing a customized customer service and more specialized services both in the brand’s digital platforms and physical stores, thus creating a unique and differentiating shopping experience.

For this reason, the Contact Centre appears as a first-choice solution for Worten, considering the various projects and challenges that are part of the company’s pipeline. The ability to interact with customers across several channels allows Worten to provide a more customized service and to build bridges between different communication channels. Through Worten’s Contact Centre, both consumers and all business areas within the company can have access to an increased number of communication channels, such as phone, email, webchat, social media and SMS.

Enhancing the Contact Centre through GoContact

Before implementing GoContact, the major challenges faced by the Contact Centre were all related to the lack of a multichannel understanding of communication, resulting in Worten's decreased agility in accessing the information.

Worten shifted its Contact Centre service provider – being the Contact Centre now managed by ManpowerGroup Solutions – in a process that, relying on GoContact's consulting services, lasted about 7 weeks and registered zero downtime throughout that period. These developments and configurations allowed ManpowerGroup Solutions to optimise the work of both the operations team and the IT team, therefore ensuring timely action in line with Worten's business needs.

GoContact's implementation in ManpowerGroup Solutions' operation – being ManpowerGroup Solutions the company currently entitled to manage Worten's Contact Centre – has provided useful answers to several questions, namely the need for an omnichannel approach. All the Contact Centre's functionalities and communication channels (voice, tickets and social media) were integrated without the need to associate them or resort to other platforms. Such implementation has enabled the improvement and customization of customer service experience for customers who interact with the Contact Centre.

Multi-level IVR were set up, which made it possible for a customer to be assisted by the most suitable agent, as well as the call-back and voicemail functionalities, so a customer may now leave one's contact and receive a call afterwards. To assure the interaction with customers in the Spanish market, an integration with SIP Trunk was also carried, allowing for calls to be made with the Spanish dialling code.

Impact on the agents' work

Concerning the operational aspect, GoContact has provided agents with an overview of client records, monitoring of their own performances and access to a smart system for managing rest breaks. For the agents, the omnichannel approach has enhanced the quality of the interactions they establish and has improved the customer service experience.

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Impact on the supervisors’ work

In a similar way, for supervisors, GoContact has enabled an easily accessible real-time analysis in a single interface, which has significantly improved the operations management and the corresponding service levels.

The impact of a closer relationship with customers

GoContact’s implementation, in partnership with ManpowerGroup Solutions, has had a major impact on Worten’s Contact Centre, contributing to bringing the company and its clients closer and meeting their needs and expectations.

The integration of all channels in a single interface, with real-time access to client interaction records, regardless of the channel, has helped customizing the customer service experience and ensuring the best solution is provided to each customer.

The provision of all the interactions (voice, tickets and social media), with a smart approach and in line with the agents’ skill set, has improved management and increased focus on business priorities towards the achievement of the desired SLAs. The implemented automatisms have resulted not only in the reduction of human error, but also in the decrease of leisure time in the existing processes.

The implementation of this integrated solution has been reflected in the increased management efficiency of all the Contact Centre’s activities, enabling both cost reduction and performance substantial optimization.

Client testimony



"I would highlight, alongside with the omnichannel concept, the fact that GoContact provides a 'custom-made' solution that, through dynamism in product development, enables the operations management on a customised basis and according to the needs and challenges the Worten's Contact Centre has to deal with."

Luís Ferreira – Customer & Service Centre Manager



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