

Case Study

# Chronopost



## Case Study: Chronopost



**“Chronopost International has been present in Portugal since 1997 and is a privileged partner of the corporate sector for fast deliveries of goods in the whole national territory, and also to more than 230 countries.”**

### Challenge

- Professionalising the Contact Center with a technological solution
- Capacitating agents with full and user-friendly application
- Increasing control over Contact Center indicators
- Providing relevant information in real time to supervisors
- Optimising assistance and workflows in the Contact Center

### Solution

- Installation of one IPBX for the whole organisation
- Implementing GoContact in two locations
- Providing Inbound and Outbound voice, Smart Scripting, Tickets and an IVR advanced module
- Press to Callback and Press to Voicemail to manage call peaks

### Results

- Optimisation of workflows by using intelligent mailboxes
- Improvement of the management of order statuses with a “Virtual Agent”
- Deep knowledge of all interactions with clients, with an Omnichannel perspective



**“Ensuring the response and quality of the services provided to clients is a fundamental pillar for the success of Chronopost.”**

**“Innovation and technological leadership are differentiating factors that have a vital role in this strategy and in the relation of excellence that Chronopost has with their clients.”**

## **Transporting the best assistance experiences**

Chronopost International has been present in Portugal since 1997 and is a privileged partner of the corporate sector for fast deliveries of goods in the whole national territory, and also to more than 230 countries.

The company is an affiliate and 100% held by the GeoPost Group, the holding for the CEP (Courier Express Parcels) market of La Poste, and its strategy includes acknowledgement of Chronopost as the reference company in fast transport of up to 31.5 kg to Portugal and Europe, in the B2B and B2C segments. Innovation and technological leadership are differentiating factors that have a vital role in this strategy and in the relation of excellence that Chronopost has with their clients.

## **The strategic importance of the Contact Center**

Ensuring the response and quality of the services provided to clients is a fundamental pillar for the success of Chronopost. In this context, the Contact Center has a very important and active role, not only in supporting clients but in guaranteeing quality and a positive and unique assistance experience, factors that are directly mirrored in client satisfaction.

One of the big targets was thus the professionalization of the Contact Center with the introduction of technology to allow, on the one hand, to control the main indicators and, on the other hand, make decisions based on those indicators with the aim of continuously improving the efficiency and increasing client satisfaction.

As such, and to guarantee an excellent assistance experience, there was a need to find a modern solution that could be flexible and comprehensive in terms of features. After reviewing the different options, Chronopost chose the GoContact solution.

**“As such, Chronopost is able to obtain concrete information about who calls, why they call and the treatment given to each interaction.”**

## Enabling the Contact Center with GoContact

With GoContact, Chronopost was able to develop a Contact Center structure tailored to their business's needs. The Contact Center solution was implemented in two locations, Oporto and Lisbon, for Inbound and Outbound queues. These channels are used to manage requests and orders, but also for Chronopost to follow-up on their clients.

In parallel with the Contact Center solution, an IPBX was also implemented for the whole organisation, thus allowing rerouting of calls from the Contact Center to the IPBX extensions. This way, Chronopost is able to guarantee that clients always speak to the right person in any department.

As for the implementation of the Contact Center solution, it allowed some improvements, as far as the FrontOffice and the BackOffice, such as the types of calls, which allowed for the quantification and qualification of these calls. As such, Chronopost is able to obtain concrete information about who calls, why they call and the treatment given to each interaction. All this information is tracked in real time reports, allowing managers and supervisors to manage the Contact Center and their teams on better grounds, supported on data and information.

To improve workflows and client service, features such as IVR, smart scripts, click to voicemail and press to callback were implemented and played a very important role. The introduction of these features improved not only the company's SLAs, but also the peaks in Contact Center calls.

More recently, two other features were introduced: a Tickets module and a "Virtual Agent". The Tickets module streamlined workflows, that went from using a more traditional email view to the use of intelligent mailboxes, and allowed to significantly optimise workflows in the Contact Center.

**“Making work easier for all the different actors inside the Contact Center, GoContact allows them to focus exclusively on assistance and call resolution.”**

On the other hand, the “Virtual Agent”, is an advanced IVR module developed and integrated with the internal applications of Chronopost, to allow clients to be informed about the status of their orders, with no need to interact with an agent. It is this type of solutions that allows the Chronopost Contact Center to flourish and improve very significantly its interactions with clients.

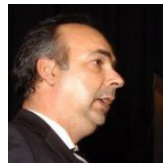
## Leveraging resources and results

To solidify all the success that Chronopost has had in the Portuguese market, innovation and leadership in terms of technology remain two crucial factors in the company’s strategy.

GoContact has collaborated with Chronopost in the whole process, ensuring deeper knowledge of the Contact Center, the service quality and the clients. These factors, together with refined work-flows, improved the resource management and the introduction of new features, allowed to leverage all information collected to continuously improve the assistance and services of Chronopost.

Making work easier for all the different actors inside the Contact Center, GoContact allows them to focus exclusively on assistance and call resolution. This means an improvement of the customer service experience and client satisfaction but, nonetheless, also and improvement in the experience of all agents and parties, at both the Contact Centre and the company.

## Client Testimony



"In Chronopost since 2000 and responsible for the Customer Service since early 2015, I could see the changes caused by the introduction of GoContact in the Contact Center. Innovative and versatile, this application allowed for a completely different management of resources through systematic and daily review of results and, consequently, the quest to improve the service quality provided to our clients. On the other hand, GoContact stands as a real partner in an extremely sensitive area for the company, through the dynamism, availability and enthusiasm invested in the search for innovative solutions. A partner to count on!"

Carlos Pereira, National Director of Sales and Customer Service at Chronopost



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