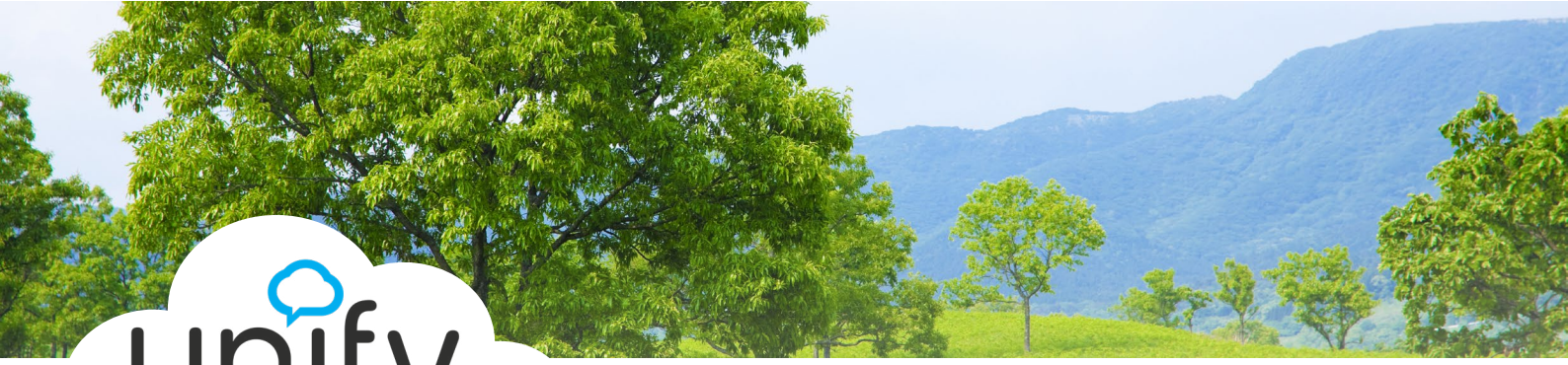


unify Communications

HOLLAND & BARRETT

Unify Communications helps Holland & Barrett improve their contact centre health and achieve 10% efficiency savings.

About:

Holland & Barrett is a high street and online wellbeing and supplement retailer with over 1,300 stores across multiple countries. Whilst the business has a substantial base in the United Kingdom, Holland and Barrett also operates in the Netherlands, Belgium, China, Hong Kong, India and UAE.

The company has achieved 38 consecutive quarters of like-for-like growth, driven by strong execution, product innovation and a growing digital presence. Their UK contact centre is focused on providing exceptional customer service, as well as connecting customers with specialist nutritional advisors and support for their subscription products.

7,000 Employees

70 UK Contact Centre Agents

Services Deployed or In-Progress:

- Zendesk Omnichannel Platform
- Serenova Voice Platform
- Key IVR Compliant Payment Platform
- Teleopti WFM Platform





The Challenge:

Holland & Barrett are undertaking a significant transformational journey – looking to ensure their customer service processes and their contact centre operates in a way which aligns strategically to the core business goals. The business was particularly interested in creating a customer service operating model that could be used across international service teams. Unify Communications has been engaged with the business since Sept 2017, working closely alongside the team at Holland & Barrett to identify key priorities, conduct deep discovery work, and to define phased implementation plans.

Initially, Holland & Barrett were looking to deploy improved customer care channels (starting with email) in order to move away from their existing platform and to significantly improve performance and their customers' experience. Their incumbent email platform did not meet the service needs of the business, and as a first-phase in the wider cloud transformation project, the Zendesk omnichannel solution fit all their needs.



1 Phase 1: Zendesk Omnichannel Implementation

The first step in Holland & Barrett's transformation journey was to replace their incumbent email platform, in order to offer the improved standard of digital customer service that they desired. Their incumbent platform did not allow receipt of customer emails in real time, which caused delay in responding to and addressing customer issues.

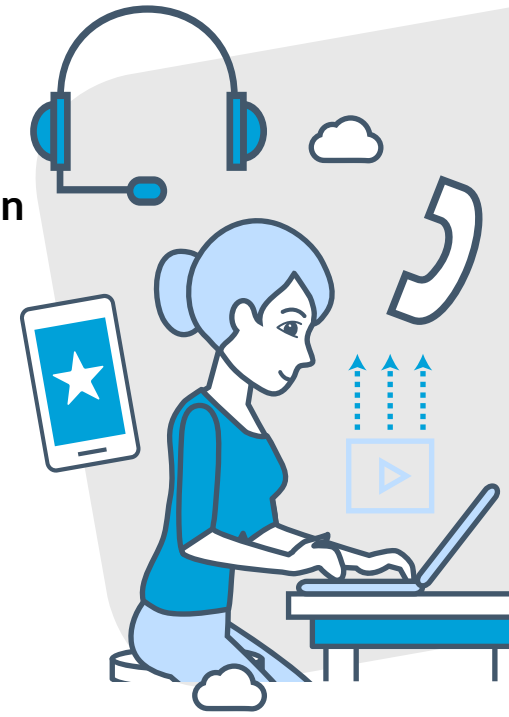
By introducing an omnichannel platform in the cloud, Holland & Barrett were able to accommodate customer channel choice and could begin deflecting calls through the provision of self-service options. Using tools like Knowledgebase, frequently asked questions and key pieces of information can be easily surfaced by customers, reducing the need to call in for minor queries.

The omnichannel platform offers contact centre agents a single lens on their customer interactions -streamlining the number of windows agents need open and making it easy to monitor and service multiple channels. The team at Holland & Barrett particularly liked how simple the interface was – making it easy for agents to master.

The Results: ★★★★☆

Holland & Barrett have already seen significant results as a direct consequence of implementing the platform – having made an efficiency saving of 10% almost immediately.

2 Phase 2: Serenova CXEngage Voice Integration



Through our integrated Serenova voice platform, Holland & Barrett's voice services can sit within Zendesk, appearing as a native drop-down element within the Zendesk agent desktop. Clicking the icon on the desktop lets agents surface an additional menu to control their calls, without needing to navigate away from the core agent desktop. With an AWS-based voice platform, latency and scalability are no longer concerns and the solution can be rolled out internationally with ease. With the integration of the voice channel, Holland & Barrett are now able to see all customer conversations in one place.

3 Phase 3: Key IVR PCI Compliant Payments

Through the implementation of an integrated payment solution in the cloud, Holland & Barrett can ensure that they are fully de-scoped. With the ability to take fully compliant payments over the phone, with an agent remaining on the line, the organisation will significantly improve the customer experience and transformed their own payment compliance.

4 Phase 4: Teleopti WFM

As Unify continue to support Holland & Barrett in their transformational journey, one of the next key milestones will be the addition of WFM in the cloud. This will enable the business to improve their forecasting and help with scheduling skilled resource against demand across email, chat, social and voice channels.

Our WFM platform will additionally provide agents with the ability to use an app to access their schedules, swap and request shifts, and to get their holiday agreed. Giving agents the ability to take greater control over their working hours and environment will help Holland & Barrett to improve their employee engagement and subsequently increase efficiencies whilst reducing complexity.



Looking ahead...

Looking ahead to the next phase, Holland & Barrett will be integrating their new omnichannel cloud platform with some of their existing service applications. Initially, the business is considering integrating their contact centre platform with their Rewards and Loyalty application and their Stock and Orders Platform, as well as integrating with Metapack and exploring the possibilities around a WhatsApp/Chatbot integration.

The fact that the platform was created with the ability to co-exist with other platforms and applications was a key factor in the initial adoption of the omnichannel solution. Its flexibility means that Holland & Barrett will not lose out on the historic investments they have made in other applications, whilst still enabling them to continuously improve and extend their service offerings across multiple channels.



A Singular Ecosystem.

One of the key benefits of the cloud-based solution is that it ensures Holland & Barrett can quickly and easily implement the same ecosystem across all their regions – which, considering they have over 1,300 stores across multiple countries, is a very important factor.

Indeed, since the initial project launch in September 2018, Unify have also deployed the first phase of the solution in the Netherlands, with plans to roll out similar solutions in both Singapore and Sweden over the coming months. Unify takes pride in delivering transformational projects at a pace that is right for the customer – one which is sympathetic to the rate of change in their specific industry and which enables solutions to meet all desired criteria.

About Unify:

Unify Communications, an international cloud service integrator, provides hosted and true cloud telecommunications and contact centre solutions. A supplier to worldwide organisations, Unify specializes in the implementation and support of true cloud transformation solutions, having built strong relationships with global vendors. Named 16th in the Deloitte Technology Fast 50, Managed Service Provider of the Year in the UK Cloud Awards and Reseller of the Year in the National Technology Awards, Unify works tirelessly to deliver exceptional standards of support to their customers. The quality of the solutions they offer, the strength of their partner and customer relationships, and their continuing emphasis on quality service means Unify continues to act as a disruptor within the mid-enterprise space.

Visit our website at www.unifyus.com or contact us on 03330 110 400 or at sales@unifyus.com

About Serenova:

Serenova has transformed the customer experience. Over a decade ago, the company realized technology didn't exist that could deliver immediate, consistent, and exceptional service. So, it created a true cloud contact centre solution that could. The result is the ability to unify everything from customer engagement to quality management to analytics. This single source of truth provides global brands insights about customer information and experiences as they pivot between channels such as SMS, voice, or Facebook messenger.

About Zendesk:

More than 300 million people around the world receive support from Zendesk-powered customer service departments and help desks. Their omnichannel customer service platform helps to ensure better experiences for agents, admins and customers.

About Key IVR:

Key IVR offer omnichannel automated payment services in the UK and internationally through Europe and into the United States. A customer-service focused organisation, their roducts include web payments, payment IVR, outbound voice and SMS, and integration options.

About Teleopti:

Teleopti, a Calabrio company, helps organizations empower their employees to provide outstanding customer service through our cloud-first workforce management (WFM) software. Teleopti WFM supports companies' profitability by elevating operational efficiency, employee engagement, and customer experience. Since the start in 1992 we have grown our customer community to 100 countries, collaborating with partners worldwide, and today Teleopti WFM plans and empowers over 500,000 employees.

