

A woman with long brown hair, wearing a light grey blazer over a pink top, is smiling and looking at a white tablet computer. She is standing in a retail store with clothing racks in the background.

## Amplifying Customer Experience for the Eighth Largest Multi-brand Retailer in the US



### Client Profile

The client is a multi-brand retailer running operations for 116 years. They are the 8th largest in the US, having over 1800 stores, across 50 locations and are part of the Fortune 500 list. They have an exhaustive product line up with products from over 2700 companies spread across 49 countries.



## Challenge

The client wanted their customers to have a standard, holistic customer experience across their stores. Having started as brick and mortar stores, the client found it tough to continue operations within a traditional/digital model. Running a multi-brand store involves the tight coordination of many functions like Inventory, Pricing, Billing, POS, Returns, Customer Support. The client also runs various back-end application software that controls various aspects of store operations.

With newer customers pouring in and out of their 1800 stores, the client wanted to stabilize, streamline, and provide a consistent, personalized store experience for all their customers across every interaction. They were also keen to digitize most of their transactions for frictionless customer experience.



## CSS Corp Solution

The team from CSS Corp did an initial requirements gathering, and arrived at the following scope:

### 1. Provide L2 support for:

- ▶ Infra and IT Applications Support for Stores
- ▶ POS, (Point of Sale)
- ▶ FRS (Finance Retail Service)
- ▶ Corporate Systems (HR, Finance, Properties, Asset Protection, SAP, Enterprise Content and Collaboration)

We assembled a team of 111 agents to provide L2 Helpdesk service and support for all applications run by the client across all their 1800 stores and 40 distribution centers. These include servicing tickets for Servers, Services, Applications and Devices, along with IT application support across Stores, Distribution Centres (DCs) and Head Office (HO). Our scope covered six domains (Stores, POS, Connectivity, Cloud&Compute, SCM & Corporate Systems). We opted to go with our Retail specific offering which covered operations like E-Commerce Management, Store Management, Distribution, and IT Operations Management powered through a digital layer.



Support tickets were raised either through a web interface or through calls. Agents accessed the ticket, processed it, closed it after a complete resolution from the customer within the agreed SLAs. Intelligence derived from these cases gets sent to a Knowledge Base. This KB served as a central repository of articles to deflect cases and produce faster ticket resolutions.

Analytics helped in managing ticket volumes and informed floor managers about queues and

scenarios where more agents are needed. This visibility helps quell large support volumes, which can swell over weekends or holidays. L2 support was delivered from our Global Delivery center in India. The medium of support was English, and we support the client during client business hours - Monday to Thursday from 2:00 PM to 10:30 PM Central Time and Friday from 2:00 PM to Sunday 10:30 PM Central Time.

## Powering innovative store experiences through an efficient IT landscape

To provide tangible customer experiences, the client needed an efficient and always-on IT landscape. We leveraged Contelli - our AI driven IT management solution to provide a stable operating environment Contelli simplifies IT infrastructure complexity through digital technologies and helps organizations to focus on their core business operations.

**We support client operations across the following:**

### Stores/Replacement

We support front-end (sales floor) and back-end (back room) of the stores in terms of inventory management, fulfillment, reverse logistics, replenishment, presentation, pricing, hardware like price checkers and processes. We provide support services for hardware devices like printers, networks.

### POS/FRS

This domain constitutes two areas, POS (Point of Sale) and FRS (Financial and Retail) and each function as below:

- ▶ **Point of Sale(POS):** POS and self-checkout deliver fast, reliable, secure, and compliant checkout/returns at 53,000 registers across all stores. We provide application support for the devices.
- ▶ **Financial and Retail services (FRS)** Strengthens guest's loyalty, sales, and profitability by providing exceptional enterprise services and payment solutions. FRS delivers innovative payment solutions and keeps target staff, guest, and company information secure.

### Connectivity

We ensure there is connectivity between their data centers, Internet services/partners, cloud services, stores, distribution centers, in-store connectivity (for Guests and Team Members) and team members.

### Cloud & Compute

We provide maintenance services for their servers, database servers of stores covering 5 platforms like Windows, Unix, Oracle, SQL, and Tools.

### Supply Chain Management

We provide support for IT systems that manage the flow of goods and services, which involves the movement and storage of all the products.

### Corporate Systems

is a portfolio under the client's technology framework that plans, designs, delivers and supports products within the client's application ecosystem. We provide application support for their HR, Finance, SAP modules.



## Client Benefits

- ▶ **85% Case Solution Rate** due enhanced feedback and knowledge centric processes
- ▶ **Call abandon rate < 5% (Target < 8%)** due to improved call handling and agent responsiveness leading to better customer engagements
- ▶ **25% Reduction in TCO** giving the client more revenue for strategic operations
- ▶ **5x faster in mean-time-to-resolve** due to strict SLA adherence and process optimizations
- ▶ **95% Resolution Rate** fueled through an efficient L2 IT helpdesk system with a fully functional KB management system
- ▶ **Improved operational efficiency** resulting in higher footfall across all points of presence



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