

FIVE WAYS

retailers can increase loyalty and efficiency

How leading brands use Genesys to
improve the outcomes that matter most



Room for improvement in retail

If your customer experience (CX) lacks anything – whether that’s omnichannel convenience, accessible product information and support, visibility into post-purchase services, or an easy return process – consumers will abandon their carts, leave dissatisfied and not look back.

In other words, shoppers demand connected experiences across every touchpoint – no matter what. However, only 18% of consumers believed they received exceptional service in 2022, a drop from 22% in 2021. There’s a lot of room for improvement and every moment counts. Those who can meet – and exceed – customer expectations will gain a serious competitive advantage.

And while balancing what your customers want with your business objectives isn’t easy, it is possible. Let’s explore how five forward-thinking retailers leverage Genesys to deliver the exceptional experiences consumers demand and to improve critical business outcomes.



Transforming experiences



Heineken, the largest brewer in Europe, operates in 70 countries with more than 250 brands worldwide. For more than 20 years, Heineken has operated in Mexico, where it runs six plants and employs more than 16,000 people. But its contact center — the preferred touchpoint for most of its customers — once relied on a disjointed process to manage 190,000 outbound calls and 40,000 inbound calls each month.

“We have always been focused on achieving continuous improvement, especially when it comes to implementing new technologies and access to the latest innovations,” said Adrián Lozano Cantú, Customer Service Manager at Heineken Mexico. “A modern, flexible all-in-one platform from Genesys was just what we needed. Everything flowed better, and in less time than we expected.”



92% customer satisfaction



4% improvement in customer service



Nearly doubled commercial sales

Evolving to automation

In 2020, Heineken Mexico migrated to the Genesys Cloud CX™ platform to unify its digital channels – webchat, email, SMS and chatbots.

The platform also allowed them to test voicebot capabilities, where customers can call outside of business hours and interact with a bot. The next day, they receive a callback based on their needs and the timeframe that best suits them.

“We knew it was time to migrate to a Genesys Cloud CX solution that would transform the contact center by delivering the innovation and automating business processes that our company needed,” said Lozano Cantú. **“Now, we have a robust platform with all the features to empower our agents with a superior user experience. And it’s taken our customer service to another level.”**



A modern, democratized approach to CX

Heineken Mexico knew the migration to Genesys Cloud CX included redesigning the contact center with a cloud-based customer service model. Its contact center receives sales requests, tracks product deliveries and ensures efficient ticket resolution in after-sales services. Now, agents can design, monitor and fine-tune the entire customer journey — achieving more personalized customer service. Similarly, it has enabled new self-service digital web chat channels, which has raised its customer satisfaction to 92%.

“With the Genesys Cloud CX solution, we redesigned the entire contact center, from the agent experience to the customer experience, incorporating new functionalities to route, measure and expand these new digital channels as customer preferences change,” said Lozano Cantú. “Also, we enabled new tools so that customers can resolve requests quickly themselves, without having to wait.”

“Service levels improved markedly, from 95% to 99%, while maintaining an average handle time of less than 20 seconds,” added Edgar Muñoz Hernández, Head of Analytics and Support at Heineken Mexico. “We have also done very well on the commercial side. Sales have almost doubled, from 6% to 12%.”

The modernization of the contact center also included remote training for employees using Genesys Cloud CX. In addition to an optimal home-office implementation, Heineken Mexico improved employee satisfaction levels by two percentage points in the latest internal surveys that monitor the work environment.



Enabling new services

With the migration, Heineken México was able to take advantage of new functionalities such as web chat, and sales campaigns by SMS and by email. “The SMS campaigns especially helped us increase our levels of contact with customers by up to five points,” said Muñoz Hernández. “Now, we send notifications prior to the day they make their order so they can be ready.”

Recently, Heineken implemented new services based on artificial intelligence (AI) with Genesys AppFoundry® Marketplace partner Tethr It Now – a real-time, video-calling platform that connects experts with users to troubleshoot technical problems. This tool enables video calling with augmented reality capabilities – facilitating remote pre-diagnostic and technical advice related to common failures of customers’ refrigeration equipment. Now, agents can use pointers, colors and underlining to provide remote technical advice to customers. This results in significant cost savings and avoids having to hire specialized outside technicians for in-person customer visits.

“Customer perception of our service has increased by 1.5 percent, and we have also done very well in point-of sale brand preference surveys in comparison with our competitors,” concluded Muñoz Hernández. “So far this year we have climbed from fourth to second place in a very short time.”

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Orchestrating unparalleled digital shopping experiences



As a trusted omnichannel commerce and lifestyle platform, Bibli believes that customer satisfaction begins with sincere, empathetic service enabled by technology. That's why the company focuses its innovations on customer satisfaction and equips all its customer care agents with the right knowledge and skills when communicating with customers. Its commitment to delivering a seamless omnichannel shopping experience puts customer satisfaction as a top priority – and it has recorded its highest Net Promoter Score in eCommerce.

“Remarkable customer experience is very critical to our business,” said Lisa Widodo, the Co-Founder and Chief Operating Officer at Bibli. “We are obsessed with our customers, who trust us to fulfill their needs. Our vision is to incorporate high technology and high touch to create a seamless customer shopping experience.”



3% rise in customer satisfaction



3.8% increase in service levels



2.5 times more AHA! moment gifts delivered

Delighting customers with “AHA!” moments

To nurture customer loyalty, Blibli developed customer databases that capture customer behaviors and preferences. Blibli realized it takes more than that to enhance customer relationships. It requires a personal touch. That’s why the company created “AHA!” moments – an initiative to strengthen customer bonds with empathy and earn a special place in the customer’s heart.

“‘AHA!’ moments are all about focusing on special moments, like birthdays, weddings, baby showers or other important occasions for our customers,” said Shanty Cantya, VP of Customer Management at Blibli. “It’s a program where our customer service agents are authorized to deliver personalized gifts to shoppers, along with handwritten cards. It empowers our agents to develop deeper connections with the customers and help celebrate their special moments.”

By allowing agents to decide when and what to gift customers, Blibli enables this initiative to surprise its shoppers, making it a memorable experience.

“With the help of Genesys features such as call transfer, whispering and real-time monitoring, we increased the number of ‘AHA!’ moment gifts delivered by 2.5 times,” added Cantya. “Through this initiative, we learned that simple gestures like these can mean a lot to customers, especially those who are going through tough times.”

Currently, AI, machine learning and automation are on the roadmap for Blibli. The company believes these technologies are indispensable because they’ll allow it to route agents based on their skill sets toward specific customer concerns even before the first interaction. Blibli aims to go above and beyond, delving deep into these avenues as they aspire to boost agents’ productivity and deliver a superior customer experience.

Composing the ideal solution with ease

Genesys Cloud CX proved to be easily managed with minimal IT resource requirements. Now, Blibli can make quick system changes like updating IVR messages – a simple yet important process that its legacy platform previously struggled to do, as it required third-party interventions. The Genesys solution also integrated the company's sales portal, unlocking the ability for agents to move seamlessly and quickly from one channel to another.

“Genesys has helped us to develop an omnichannel platform,” said Cantya. “The solution uses high technology but also retains the human aspects, providing tools that help our agents understand our customers better.”

With the pre-built Salesforce integration, agents no longer waste time toggling between screens. When a customer contacts Blibli, their information is automatically served to the agent within a single interface, improving the customer experience and efficiency.

[Read the full story](#)



“Genesys Cloud CX has helped make our vision of bringing the best service through high technology and high touch come true. Through its advanced technology, we manage to beat the biggest challenge that every contact center faces – consistency in delivering the best service.”

Shanty Cantya

VP of Customer Management

Blibli

More efficient experiences for all



Coca-Cola wants to refresh the world, inspire moments of happiness and make a difference. Those at the forefront of this mission include Coca-Cola Bottlers' Sales and Services (CCBSS). This shared services organization had looked after Coca-Cola partners and their end customers from three contact centers in Tulsa, Atlanta and Tampa.

"We help shape the overall experience and perception of the Coca-Cola brand every day," said Nicole Thomas, VP of Customer Care Center at CCBSS. "That ranges from fulfilling sales orders and resolving billing inquiries to troubleshooting vending equipment problems and arranging repairs."

But managing voice, chat and email interactions from three contact centers separately using Cisco, Verint and NICE inContact systems was tough. In 2017, a move to Genesys provided much needed flexibility and interoperability, along with simpler reporting – and a 50% TCO savings.



Over 80% of calls correctly identified and routed by AI



50% TCO savings



\$1 million savings with 12% uplift in fix rates from video chat



\$5,000 savings through voicebots

Improving efficiency and service levels

One of the biggest revelations has been tightly integrating Genesys and Salesforce. For self-service, this integration introduces data actions that improve IVR applications. It also drives better agent-led conversations by automating screen pops and surfacing customer account information. In addition, PCI Pal integration enables agents to take secure credit card payments over the phone for equipment service repairs.

Outbound communications are also more efficient. “Previously, a customer might phone in to place their order and receive a needless call later from our sales team,” added Thomas. “Now, that no longer happens because the system automatically removes their name from the call list, releasing our agents for other tasks.”

To replace its previous post-call survey solution, CCBSS talked with several Genesys AppFoundry partners before opting for Mindful Feedback.

“We took advantage of a free trial and quickly found we could do so much more, like simultaneously survey our SMS, email and chat channels,” said Thomas. **“That provides our bottlers with greater insights into what their customers are saying.”**



Reducing customer touches and transfers

The move to Genesys Cloud CX solved that problem by putting AI firmly within reach. Coca-Cola created its own voicebot using Genesys Dialog Engine Bot Flows and relies on Intent Miner to automatically create intent models. As a result, its partners and their end customers benefit from faster service and no longer must repeatedly provide their details. Instead, an account finder voicebot discovers the caller's identity and intent before connecting them to the best-fit agent.

Results during the first six months have been extremely promising. "Our voicebots have been a huge win, correctly matching from a list of 30 different intents in over 80% of cases," said Thomas. "Now, our agents spend less time on the phone and resolve more queries first time. We've already saved nearly \$5,000 and expect that figure to reach \$20,000 by year end."

Efficiency gains, happier employees

CCBSS is leveraging Genesys Workforce Engagement Management and has noticed an improvement in speed and reliability. Agents can listen to their own calls, view their quality evaluations and even add comments to those evaluations. Resource planners and supervisors are spending less time generating reports, building out work schedules, and managing campaigns and time off.

"Our agents appreciate real-time stats, like number of calls handled and talk time," said Thomas. "Also, they can log in anytime to the Genesys Tempo mobile app and make a vacation request or view available shifts. They especially appreciate the flexibility of the app since they can access it when it's convenient for them, even outside of work."

And with the introduction of speech and text analytics, CCBSS is finally able to see the big picture. "We quickly pinpoint where the real hotspots are without manually sifting through tons of data," added Thomas.



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“Video chat allows our technicians to physically see what the customer is seeing. That’s not only improved our fix rate by 12% but also saved over \$1 million in site visits.”

Nicole Thomas

VP, Customer Care Center

Coca-Cola Bottlers’ Sales and Services

Soaring into the future with an all-in-one CX platform



Cathay Pacific is one of the world's largest international airlines. With a 76-year history in aviation, the airline provides flights to over 200 global destinations across Asia, Australia, North America, Europe and Africa.

With the rise of digital engagements during the COVID-19 pandemic, Cathay Pacific deployed a unified system with omnichannel capabilities using Genesys Cloud CX to better accommodate the changes in how its customers engage.

The New Contact Center Solution Project was launched due to its search for enterprise-grade contact center functionalities with high scalability and flexibility. Genesys Cloud CX met the airline's specifications — providing a single command and control center to drive better consistency to the customer experience with its highly extensible design that can integrate various services through its mature partner ecosystem.



89% increase in hourly contacts handled per agent



16-point increase in digital contacts



47% reduction in cost per contact

Enhancing end-to-end customer journeys

Before moving to Genesys from a legacy cloud-based system, the company's contact center channels were siloed. Agents struggled to navigate multiple screens when answering customer inquiries. The agents also had limited information about the caller's intent — and couldn't deliver a frictionless journey.

The Genesys solution provides Cathay Pacific with a 360-degree view of its customers by consolidating more than 10 customer channels including voice, email, web chat and social messaging channels like WhatsApp, Facebook Messenger, WeChat and more into a single platform. Improving agent productivity with a one-click login, it provides agents with a complete view of end-to-end customer journeys.

Customers can initiate conversations in one channel and seamlessly complete them on another channel without repeating information. Agents can use Smart Agent Assist to obtain customer profiles and relevant prompts on the fly, allowing them to personalize interactions and resolve inquiries more efficiently.

"We see customers reaching out to us through our digital platforms more, leading to higher adoption rates of digital channels," said Selena Yeung, Customer Contact Specialist, Hong Kong at Cathay Pacific.

In fact, Cathay Pacific saw a 16-point increase in the use of digital channels — improving from 20% to 36% — of the overall contact center volume in the last quarter of 2021 compared to the same period in 2020.

The Google Cloud Contact Center AI (CCAI) integration into the Genesys Cloud CX platform also gives Cathay Pacific the flexibility to create self-service journeys that alleviate inbound calls by addressing simple inquiries with a voicebot powered by Google Cloud Dialogflow. For inquiries that can't be solved using the voice-activated IVR, customers are routed to the next available agent.

Driving operational efficiency and employee engagement

One of the key benefits of adopting Genesys Cloud CX is its ability to scale up and down based on the volume of customer inquiries, as well as to route calls to the agent most equipped to handle the inquiry. The platform also enhanced the Cathay Pacific workforce scheduling system by unifying disparate resource pools.

Now with Genesys Workforce Engagement Management, it is much easier to adjust shift changes and monitor staff adherence – improving the company’s contact center agility. And the solution ensures an efficient workload distribution across the airline’s four main contact center hubs in Hong Kong, mainland China, Europe and India. As a result of consolidating to a single customer and employee experience platform, Cathay Pacific witnessed a tremendous improvement in agent productivity. The number of contacts each agent handles per hour has increased by 89%, and the much improved productivity has also translated into a 37% reduction in cost per contact.*

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“Since the implementation, agent feedback has been very positive around the omnichannel experience we now offer. Together with the new Smart Agent Assist capability, the team is able to be more customer-centric in handling inquiries coming our way.”

Justin Yu

Head of Planning and Business Improvement

Cathay Pacific

*Represents metrics collected from the fourth quarter of 2021 using Genesys Cloud CX compared to the fourth quarter of 2020 when Cathay Pacific was still using their legacy system.

Using the cloud to improve digital shopping

Famed for its membership-based digital brands, TechStyleOS is the retail partner of choice for celebrities like Rihanna and Kate Hudson. Using a unique software engine, its website and eCommerce platform provide personalized experiences for more than 5 million online shoppers.

To propel the business forward, TechStyleOS sought to transform its global contact centers. Achieving those goals on a rigid NICE inContact setup was challenging.

“Our old NICE inContact solution was unstable, difficult to stand up and limited in scope for expansion,” said Jack Roberts, Director, GMS Technology and Applications at TechStyleOS. “In one quarter, our communications went down for over 24 hours on nine separate occasions. The reporting capabilities were very cumbersome and didn’t offer much call information or real-time statistics. In solving those issues, we also wanted the freedom to add channels without having to rely on professional services teams, or external developers or contractors.”

TechStyleOS



14% rise in inbound traffic absorbed without adding headcount



Two-fold increase in self-service and chat deflection



31% less abandoned calls



90% improvement in uptime



Ready to run in 45 minutes

Following an 18-month market-wide tender evaluating over 20 potential partners, TechStyleOS chose the Genesys Cloud CX platform. Its open APIs and simple integrations meant the company didn't have to cease third-party contracts early and pay high cancellation fees. And the underlying Amazon Web Services (AWS) fabric solved all its stability problems.

“Right from our first meetings we saw Genesys shared our ambitions and drive for CX innovation – and how we wanted to more closely align our contact centers and agents with digital shopping trends and behaviors,” added Roberts.

Initially, TechStyleOS considered taking a phased approach to implementation, but the easy-to-use Genesys interfaces and provisioning tools meant a big global rollout took less than 90 days – from contract signing to go-live. Users were off and running after 45 minutes of eLearning and training – in time for the peak season.

Digital simplicity

The smart data layer and public APIs embedded in the Genesys Cloud CX platform connect critical systems and power new connections between applications. For example, now TechStyleOS can simply shift existing carrier services at no charge, which other vendor offerings couldn't enable the company to do.

TechStyleOS has used AI for several years. "We don't want to use our bots to replace live agents," said Roberts. "It's more about spotting situations where a customer can self-serve and reduce wait time. And then feed that time savings back so agents can hold richer, detailed conversations."

Amazon Lex is expected to generate \$250,000 in annual license savings. Set up in two days, a bot now frees human agents from dealing with member authentication, billing inquiries, order checks and similar routine tasks. Internally, Amazon Lex bots also support chat and social media message feeds, which incur high traffic volumes. "Along with a two-fold increase in self-service and chat deflection, we've found it's much easier to conduct A/B testing of chatbot workflows with Amazon Lex," said Roberts.



"The integration of our chosen AI platform and Genesys made it an easy decision since we could build the bot without having to contract consultancy services."

Jack Roberts

Director, GMS Technology and Applications

TechStyleOS

Before and after

Before, the company would pay a voice recording artist through a retainer every time it needed to make an IVR change. “We’d have to write the message, translate it into different languages, arrange the recordings and then upload it into our call flows using Genesys Architect,” said Roberts. “Amazon Polly speech-to-text has been a revelation and we’re now able to make those changes faster ourselves.”

TechStyleOS is looking to gain control of data sources that currently sit with a third-party AI provider. One of the retailer’s main focuses is on transitioning to offer a voicebot in addition to its tech bot support.

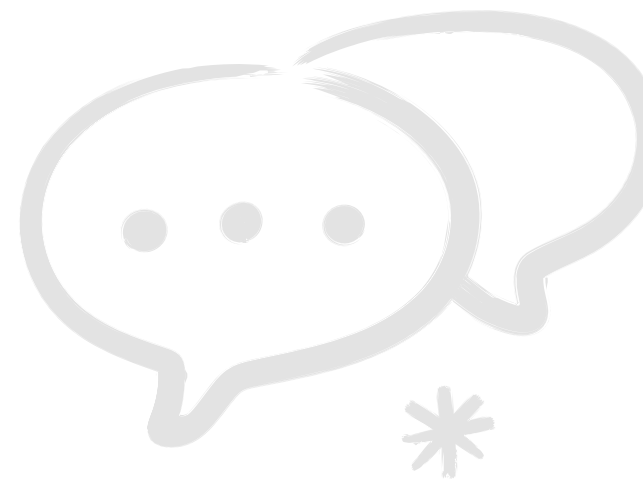
“The integration of our chosen AI platform and Genesys made it an easy decision since we could build the bot without having to contract consultancy services,” said Roberts. “It also fits in nicely with what we are trying to do in Architect, which is that we don’t want the conversation to take place in the bot tool; we want it to sit in Architect. This gives us more control over the reporting and over the flows for specific intents.”

Happier members and end users

Another quick win was the company’s virtual queue, which helps flatten demand curves. Entirely self-built, the system confirms why members are making contact, then offers a callback or redirects them to channels with the shortest queues.

In the past, the retailer would run a big promotion in a specific country, see demand spike and scramble to add resources. Inevitably, it missed out on business.

“Now, we don’t have those problems,” said Roberts. “In Europe, our abandonment rate has dropped by 31% and we’ve absorbed a 14% rise in inbound traffic without increasing headcount. That’s been helped by reductions in call and chat handling time of over a minute.”



More resilience and flexibility for less

Combining AWS microservices with triple-active redundancy enables TechStyleOS to push new releases without fear. “Downtime used to be a weekly occurrence, but I couldn’t even tell you the last time we had an incident,” concluded Roberts. “In productivity terms alone, we believe we’ve saved nearly 2,000 hours.”

Maximizing uptime is especially important during fashion launches and busy sales periods. Plus, the number of users can be scaled up or down easily using a low-cost concurrent pricing model — generating significant savings.

[Read the full story](#)



Redefine retail experiences

From leveraging the flexibility of the cloud to automating self-service, empowering agents with the right information to optimizing digital channels, it's possible to increase customer satisfaction and loyalty, as well as business outcomes like efficiency, cost savings and more.

**See how Genesys
can partner with you
to improve CX and
business outcomes.**

Get started →

ABOUT GENESYS

Every year, Genesys® orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service®, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper-personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine, Genesys enables true intimacy at scale to foster customer trust and loyalty.

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