

numero to create
**multi-channel
contact centre
solution**
for leading
multi-channel
retailer **Kitbag**



Extract

The new solution will streamline Kitbag's contact centre, back office and web site operations while introducing new ground breaking services for social media, web and mobile channels. numero email management expertise to help Kitbag optimise operational efficiency and deliver a world class experience to their consumers and global sports brand partners.



Retail

Key points:

- **Kitbag selects numero to support its 'fanatical about service' brand proposition across all channels to young, technology-savvy, mobile sports fans**
- **Fully integrated customer service solution to be deployed across all Kitbag customer channels**
- **Integration of the contact centre, back office and web solutions to provide a single view of the customer**
- **Integration with the current order management system and web platforms to protect existing investment**
- **New groundbreaking services to be provided to sports fans via Facebook, Twitter, web chat and mobile services from a single, fully integrated system**
- **Proactive, two-way SMS messaging to keep Kitbag consumers fully informed throughout the customer journey**

Background

Kitbag is one of the leading online sports retailers in the UK with a range of over 10,000 sportswear, equipment and memorabilia products. With responsibility for the official online stores of Manchester United, Chelsea, Real Madrid, Barcelona, Formula 1 and many others; Kitbag endeavours to meet the high expectations of young, mobile sports consumers by being 'fanatical about service'. To support exciting and ambitious growth plans, Kitbag is working with numero to streamline customer journeys through a fully integrated system across all channels of communication including web, phone, mobile and social media.

Based in Cheshire, Kitbag is part of Findel plc whose home shopping division also includes Express Gifts. In addition to the Kitbag project, numero is building a state-of-the-art, multi-channel contact centre solution for Express Gifts and the 1.5 million customers it serves annually.

What we are doing

The numero solution will provide a fully integrated customer service and sales solution to streamline customer journeys across the multitude of channels available to Kitbag customers. Once in place, Kitbag's young, mobile, sports-mad consumers will enjoy revolutionary customer service with the freedom to choose traditional channels (such as telephony) as well as modern favourites (mobile, email and web) and emerging channels (such as Facebook and Twitter) at any stage in their journey.

As a result, Kitbag customers will be able to make contact when and how they like. Agents will efficiently action multiple communications from any source from each customer; supported by a single view of their complete order and contact history. The numero platform will handle everything simultaneously to reduce customer waiting times and increase agent productivity.

Customer segments such as Fire & Forget Consumerists and Digital DIY Dudes* will be fully catered for with the ability to pick and choose their channel of choice at different stages of the journey. For example, to check the availability of a new football away kit by chatting with an agent online while waiting for a match to start, before placing an order over the phone in the car, then checking the status of their order on their Facebook wall and finally confirming a convenient delivery date by SMS message while having a drink in a bar.

Outcomes

The new solution will improve customer experience and satisfaction through first-time resolution of requests, regardless of their source or nature. No more dealing with ill informed agents, long call-waiting times or repeat calls. Instead, Kitbag customers will be certain of a comprehensive and satisfying experience, irrespective of their chosen communication channel. Customers will also be better informed, thanks to services such as two-way SMS messaging that notifies of stock availability and delivery dates while enabling orders to be placed and dates to be rearranged.

Furthermore, the numero solution will drive incremental revenue streams through proactive cross-selling and up-selling via email, web chat, telephony, social media and SMS messaging. With personalised and relevant communications directed to each customer based on their behaviour, preferences and characteristics.

The numero solution will substantially improve agent productivity and operational efficiency, which will be monitorable through the sophisticated management information functionality contained within the system. And, at a micro-level, Kitbag will have a complete 360 degree view for each customer, agent and order.

Specific benefits will include

- **Significant reduction in average email handling times with projected productivity in excess of 40 emails per hour per agent**
- **Increased online revenues through better basket conversions and higher average order values via rules-based web chat**
- **Greater customer choice with the introduction of new communication channels including Facebook, Twitter, smartphone apps and web chat**
- **Reduced contact centre workloads through improved contact handling and automated workflow**
- **Automatic multi-brand and multi-lingual recognition and response composition**
- **Improved agent experience with the automation and simplification of information pushed to the desktop to handle each customer individually**
- **Proactive communication, via multiple channels, to keep customers fully informed at each stage of their journey**
- **Reduced contact volumes through improved first time resolution, dynamic FAQ and proactive event driven notifications via email and SMS**

Kitbag is at the cutting edge of modern consumerism so understands the critical importance of meeting the multi-channel communication expectations of young, mobile customers. By choosing to work with numero, they will benefit from our experience in this area but also our pioneering work in social media and mobile. The order is another exciting example of market leaders turning to numero to revolutionise their customer contact strategies. We are delighted to have the opportunity to work with such an ambitious, dynamic and pioneering organisation and to have the opportunity to support the sporting brands Kitbag works with. Guy Colclough, numero CEO

numero solutions utilised by Kitbag



Email



Webchat



Call Log



Dynamic FAQ



Social Media

About numero

numero enables organisations to handle extremely large volumes of customer interactions with ease. Whether communicating by phone, web, online, email, text message or via social media - the numero software platform streamlines each and every customer journey. Whether the contact is a customer service enquiry or new sales opportunity, our powerful applications enable a more personalised, efficient, effective and timely response for a better all-round experience.

Our solutions integrate seamlessly with existing processes and technologies allowing rapid deployment and payback in a wide variety of situations across many industry sectors and supporting many business needs. For many situations, we offer pre-configured line-of-business solutions that work straight out-of-the-box to capture, enrich and automate workflows to deliver the ultimate in customer service performance.

Clients are supported by the 3 cornerstones of the numero business, namely:

numero act

This step-by-step process is provided without obligation to clients and establishes findings for the business case (including ROI, immediate benefits and longer term gains) along with proposals that relate directly to the real world situations clients face.

numero interactive

The state-of-the-art customer service solutions numero creates for contact centres, web applications and back office functions are powered by the numero interactive software platform. numero interactive streamlines customer journeys via any communication channel including phone, email, online and written correspondence.

numero pro

Our professional services organisation – numero pro – provides a complete portfolio of services to clients, encompassing everything from pre-sales consultation to post implementation support. Providing everything needed to ensure that client projects are scoped, designed, implemented and supported to the highest standards.

To understand how numero solutions can help you address individual customer needs – while streamlining customer journeys via any commercial channel – just speak to any of the numero team.

*Different consumer segments have different communication preferences. Find out more about these, and other consumer groups, at www.thisisnumero.com

