The Otto Group

Background

The Otto Group encompasses over 120 companies employing around 50,000 people in business interests that span the globe. In the UK the group owns mail order houses Grattan and Freemans.

Otto’s mission is to impress its customers each and every day and the success of its business depends on developing and continuously reinforcing long-term relationships. The high standards of the Otto Group are reflected in the comprehensive pre-sales and after-sales services offered, as well as proactively seeking feedback by conducting customer surveys.

Initially, the process and frequency of customer contact was improved with the implementation of an Avaya Proactive Contact solution. However, the process of actually conducting surveys was manual and lengthy, requiring advisers to write up responses by hand and for other colleagues to collate and analyse these responses. There was also a desire to collect additional data during calls and increase the accuracy of information recorded by agents.

The Requirements

Otto required a flexible campaign management, call flow and adviser support tool to operate in conjunction with the Avaya solution. It was critical to Otto that the chosen application have proven success in the high performance customer contact environment as it could not afford to put the relationship with its customers at risk. Syntelate fitted the bill - it was a fully Avaya compliant approved solution and extremely easy to implement and manage.

Key Highlights:

- The solution was implemented in just two weeks
- Relevant information provided on a single desktop
- Improved processes
- Improved agent performance
- Reduction in average handling times
- Wrap-up time reduced from 2 minutes to 2 seconds
- Reduced training times
Our Solution

Upon selecting Syntelate, Otto was delighted with the short timescales from decision to go-live; the implementation was complete in just over 2 weeks. This involved installation, including connection to Avaya Proactive Contact, training of the Syntelate administration team and creation of initial campaigns.

The Result

Implementing Syntelate alongside the Avaya Proactive Contact solution has given Otto much greater flexibility in building outbound campaigns. New campaigns can now be turned around very quickly. Otto has created a stock of archived Syntelate campaigns that can be rolled out in as little as 30 minutes, by simply calling up and editing a previously created campaign.

All the necessary information can be provided directly to the adviser screens, thus avoiding the need to produce printed material and hold staff briefings, which are both time consuming and costly. The introduction of Syntelate has also had a dramatic effect on the efficiency of advisers when conducting surveys. In addition to being able to enter customer responses directly into the system, the on-screen guidance has boosted the accuracy of data collection. Furthermore, the after call work time has been reduced from anything up to 2 minutes to an average of 2 seconds, therefore greatly increasing the volume of calls that advisers can handle.

Syntelate’s flexibility allows advisers to view all aspects of customer accounts, regardless of the calling campaign, including delivery status of orders. This enables advisers to fully appreciate all elements of the Otto/customer relationship and this holistic view has improved the customer experience and helped increase Otto’s customer retention rate.

Conclusion

The business can access and respond to campaign and adviser performance information quicker than ever before and the impact is such that the number of Syntelate agent licenses was doubled within three months of the initial installation.

Otto’s culture and focus, ensuring the best possible customer experience, sets a high bar and Syntelate’s contribution to achieving this aim has exceeded the initial expectations. From its fast, smooth implementation through to its ability to have more informed advisers, quickly trained and able to rapidly handle calls, Syntelate has quickly returned Otto’s investment.