

## The challenge

- Need the ability to capture and leverage Dunelm's customer data, across multiple brands, to improve the quality of the Dunelm's Customer Service Capability
- Improved customer insight and personalised engagement across all channels
- No 'single view' of the customer
- The need to improve response to customer enquiries
- Enhanced order tracking (WISMO)
- The need for effective tools to manage and grow the Dunelm customer database and to track and monitor ROI

## The solution

- **Service Cloud** – Service Cloud Console, SLAs & Milestones
- **Chatter** – used widely with Call Centre for communications and sharing best practice
- **Web to Case** – 4 separate Dunelm websites are integrated to allow cases to be created by external customers and assigned to agents.
- **Email to Case** – 6 separate email addresses are integrated to allow cases to be created by external customer emails and assigned to agents
- **Knowledge** – Knowledge articles used to guide internal processes and externally provided to customer to facilitate case resolution
- **Orders** – 4 separate external Order systems are integration to quickly track Orders for Customers
- **Product System Integration** to easily associate Products to cases
- **Goodwill Matrix** – custom to direct agents to the most appropriate goodwill amount based on order value. Approval required for amounts exceeding limits.
- **CTI** – Genesys integrated with Salesforce to automatically identify customers and create prepopulated cases. Cases can be routed to agents to progress depending on availability and skills.

## The results

- Dunelm now has an accurate single view of the customer on the Salesforce Platform across the Dunelm, Achica, Worldstores and Kiddicare brands.
- Agents are able to utilise the console to easily access data and features they use most, improving productivity, benefitting from the console's tab-based interface that makes it easy for support agents to see records and their related items on one screen, and work on multiple items simultaneously.
- Greater efficiencies in work-flow resulting in higher productivity margins across the organisation
- Dunelm has reduced their Average Handling Time and increased their First Call Resolution.