

DIXONS CASE STUDY

Background

Dixons Stores Group trades under the brands, PC World, Dixons and Curry's, and is the largest electrical retailer in Ireland. It is part of Dixons Stores Group International (DSGI) plc, a multi-brand business to business, and business to consumer organisation. With 1,450 branches and online stores, spanning 27 countries and employing 40,000 staff, DSGI serves more than 100 million customers in stores and online every year. For more information on Dixons, see www.dixons.ie.

Challenge

Providing outstanding customer service, both pre and post sale, is one of DSGI's core values. Dixons has an extensive product offering and sales and service teams are specially trained in optimising the customer experience in their respective areas. With 22 stores in Ireland and plans to expand that number by 30%, Dixons were faced with the challenge of maintaining the high customer service levels that they expected as part of their core values.

Dixons were receiving over 15,000 calls directly to their stores each week and over 70% of these were service related. As a result, Dixons were experiencing the following specific issues:

- Sales staff in stores were tied up handling service issues preventing them from providing the pre sales service
- Post sales service issues were not being resolved effectively since sales staff were not trained to handle service issues
- Significant call congestion at store level was resulting in negative customer service experience
- Customers were not achieving one-and-done service calls and were forced to make multiple calls in order to get their issues resolved
- Dixons had no visibility on the nature of the calls to the stores preventing them from identifying and resolving problem areas

Solution Overview

After extensive evaluation, Dixons chose SpeechStorm's speech recognition technology to help with their customer service issues. Dixons began by implementing a single number across all business areas including stores, service, delivery and support. Using SpeechStorm's Information Line™ application, the caller could then be routed to the relevant department to have their query dealt with effectively.

Dixons leveraged SpeechStorm's assistDashboard, the unique web based user interface to give them complete control over the configuration of the system. This has enabled them to determine call routing, prompts and call flow. In addition to the ease of configuration, assistDashboard has provided Dixons with a comprehensive reporting suite. The reporting capability offers them a level of granularity and information on the caller interactions, and has allowed them to gain a complete understanding of the reasons for, and number of calls, that they are receiving.



"Meeting customer demands and providing a high level of customer service is hugely important to Dixons. SpeechStorm™ really understood our business and worked with us to design a speech solution that has not only significantly enhanced the caller experience, but has reduced costs and helped promote Dixons as a market leader and innovator."

Paul May
Service Manager
DSG Ireland

DIXONS CASE STUDY

Solution Overview Continued

Phase 1 of the programme commenced early 2007 and resulted in the following services being automated within the speech recognition application:

Results

Dixons has seen significant improvements in the level of customer service since implementing SpeechStorm's speech solution.

- **Enhanced customer service**

The speech solution ensures that the caller is put through to the correct department and agent first time, every-time ensuring their query is dealt with effectively. This has resulted in a reduction in call congestion and an overall improvement in the customer service experience.

- **Increased sales productivity**

As a result of the call routing capability Dixons have seen a 60% reduction in service calls coming in to their stores. This has enabled sales advisors to focus on selling and not on non-sales related queries and issues, boosting sales performance.

- **Reduction in overall costs**

Speech recognition technology reduces reduced the requirement for live agent handling. The 60% reduction of calls into the stores is the equivalent of 13 sales staff FTE's annually.

- **True competitive advantage**

The electronic retail sector is fiercely competitive and differentiating is always a challenge. Dixon's easy to recall single number strategy helps them to stand out in the marketplace and positions them as a market leader and innovator.

- **Brand Reinforcement**

Using assistDashboard, Dixons have complete control of the application configuration; this has allowed them to bring continuity of customer experience across channels.