



COMMUNICATION
GENETICS

Large Retailer Success Story

Working with our friends at Smart Communications, we have learned about a high-end national retailer with a supermarket arm who has over the years diversified into other business such as:

- general Insurance products, (Home, travel, pet, boiler, bike, mobile insurance)
- life insurance products,
- travel agency and concerts ticket selling,
- broadband + fixed telephone,
- mobile service,
- energy (power and gas)
- savings and investment
- credit card
- loyalty card

All these arms require a robust customer communications strategy, where various teams from different departments need to access and manipulate data to communicate effectively.

It was not always easy sailing though!

Thanks to the effects of the pandemic they had to change tactics and fast. Traditionally, all the different products were acquired or sold on their physical shops but due to the pandemic, they experienced a change in consumers habit getting a lot of enquiries for their products and services online. As a result, their Customer Service lines were inundated with requests for forms to be sent by post, then filled and returned by post.

This was a manual, expensive and clunky process, prone to human errors and offered a less than adequate customer experience. A nail in any businesses coffin if it continues.

Thanks to the fast action taken by management, they found our CCM application, which was a perfect fit to addressing the online demand by frustrated consumers

to request information on all the different products and enabling the possibility to close interact, exchange information, sign contracts efficiently.

Thanks to the perfect fit of technology to customer demands, there was no need to make expensive changes to existing infrastructure and they were able to save the customer experience to an excellent online experience and the business has flourished. Resulting in better innovation, happier customers, improved loyalty and above all more business!



It is possible to change your customer experience through innovative customer communication and the right technology partners.