arçelik

Wickes

Appliance Manufacturer, Arcelik, and Home Improvement Retailer, Wickes, Use AgilOne in Their Call Centers

SUMMARY

Most customer service agents have visibility into purchase history and previous call center interactions, but agents lack insight into the complete picture of a customer. By gaining CDP intelligence from AgilOne, agents are equipped to deliver satisfying experiences, close tickets faster, and upsell additional products. When agents understand details such as how customers are engaging online, in emails, or in stores, plus other details such as VIP status, they can easily tailor the conversation to each unique customer

100%

increase in upsell conversion (Arcelik)

98%

increase in operational efficiency (Wickes)

LEARN MORE

> ## "
> AgilOne gives our call center representatives the information they need to make the experience feel **personalized** for **each customer**.

BORA CETINER
CRM & RETAIL ANALYSIS MANAGER
ARCELIK

arçelik

THE GOAL

Turkish household appliance manufacturer, Arcelik, operates a large call center with over 2,000 agents. When customers complete a post-purchase form, agents call customers to ensure success with their purchase and upsell adjacent products and services. Their goal was to increase upsells by enabling agents with a 360 view of the customer.

THE CHALLENGE

Before AgilOne, Arcelik agents only had access to customers' previous interactions with the call center and online transaction history.

HOW AGILONE HELPS

AgilOne's 360 Profile API connects to Arcelik's call script technology and populates eight fields in the call script with AgilOne customer details, including what brand and product the customer purchased, what channel it was purchased through, the customer's home address, and more.

THE RESULT

100% Increase in additional upsell products sold during a customer service interaction

THE GOAL

British home improvement retailer, Wickes, operates over 230 stores across the United Kingdom. They wanted to make it easier for customer service agents to quickly see whether a customer contacting the call center is part of the Wickes Trade Pro loyalty program, so the agent can personalize the conversation.

THE CHALLENGE

Before AgilOne, Wickes agents did not have visibility into whether someone contacting the call center was part of the loyalty program. Agents had to contact IT and wait for IT to confirm whether or not the customer was part of the Trade Pro loyalty program. This was time consuming and labor intensive

HOW AGILONE HELPS

Wickes gives call center agents access to AgilOne's 360 Profile UI, which combines all relevant, resolved details about each customer into one display. Agents can quickly pull up the UI and see whether the customer is part of the loyalty program.

THE RESULT

Operational efficiency has increased by **98%**, eliminating the manual lookup for IT and enabling agents to get the information quickly and easily

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> We want to personalize call center interactions for our Trade Pro customers. With AgilOne, it's much easier for agents to get their hands on the information they need, without bogging down IT's time.

HAYLEY CLIFFORD
SR. CRM & LOYALTY MANAGER
WICKES