



## Client

Ocado

## Industry

Retail: On-line grocery shopping

## Country

United Kingdom

## Challenge

Implement a call centre to support all aspects of the on-line shopping service and extend premium levels of customer service to users

## Solution

Customer Interactive Services (CIS)

## Quick, friendly, accurate and cost-effective . . .

**Ocado in partnership with Waitrose: Supermarket shopping the way it should be**

### Client Overview

Launched in January 2002 with the John Lewis Partnership, Ocado provides a dedicated, scalable e-grocery service offering online shoppers first-class, convenient home delivery of Waitrose produce. The initial pilot project in Hemel Hempstead was such an overwhelming success that the program rapidly spread to 1.49 million households located across London and Hertfordshire, and continues to grow.

The Ocado business was conceptualised, designed and set up as a premium service delivery operation. The webshop, [www.ocado.com](http://www.ocado.com), was designed to make online shopping an easy, straightforward and pleasant experience. The portal lists products at the same prices available in-store, illustrated with quality photographs of the product, as well as offers online savings and promotions. The business hook is to offer exceptional levels of service, such as home deliveries within an hour time slot and free deliveries for orders over a certain value.

### Business Overview

With no shop floor on which to interact with its customers, Ocado's main channels for communicating were either online through its web portal, or on their doorsteps through a team of trained customer service personnel. While these channels were working well for the business, looking ahead Ocado recognised that they would not always provide a clear, quick and user-friendly way to deliver the kind of service quality that it wanted to provide. It commissioned Merchants to deliver a top-class contact centre to place Ocado as near to its customers as the closest telephone – and deal with all customer service issues from last minute changes to orders and delivery schedules and general queries.

### Solution Provided

Merchants researched, designed and rolled out a complete CIS solution for Ocado. The solution included two important elements: the independent recruiting and training of its agents, and the integration of the Ocado webface technology with Merchants' customer management systems.

### How We Delivered

The Merchants Customer Service Centre in Cork supported all aspects of the contact centre, covering a range of queries from help and advice with using the website, through to updating delivery status and handling substitution queries.

The technical delivery of this project relied on the integration of the Ocado web interface and Merchants customer management systems. The customer registered and shopped using the Intershop system developed by Ocado. This information was then relayed to an MQ Server and imported into the Merchants customer management system via a secure dedicated link.

# merchants

A DIMENSION DATA COMPANY

LEADING BPO PROVIDER



## Results

- ▲ Ocado agents provided feedback on trends, issues and customer comments, which supported the growth of the business by keeping it in touch with real customer service demands
- ▲ Agents interacted with customers to complete surveys
- ▲ Once collated, this data gave valuable insight that allowed Ocado to measure whether customer expectations were being met and illuminated channels for improvement
- ▲ With Merchants' help, Ocado achieved its goal of delivering outstanding personal service that "surprises and delights customers every time, everywhere."

All customer records were fed back to the Ocado servers to ensure a truly 'live' and current database, and were accessed by both Ocado and Merchants to deliver accurate all-round customer service management.

Merchants ensured that each Ocado agent had a full understanding of the Ocado webface, as many of the calls and emails required technical support relating to using the website.

The team delivered measurable positive results for Ocado. Their skills and service ethic complemented Ocado's customer service approach perfectly and the team grew and expanded in tandem with the growth of Ocado's market share. Ocado agents played a proactive role, providing feedback on trends, issues and customer comments. They supported Ocado's expansion and helped the business stay in touch with real customer needs, building loyalty and goodwill.

The response from customers was overwhelming. When the occasional problem was experienced, the feedback on how the agents dealt with the customer's issue was resoundingly positive. Merchants staff enjoyed being part of this dynamic success story and considered themselves part of Ocado and part of delivering the Ocado mission.

***"Merchants brings Ocado closer to its customers with great people, service and integrated technology."***