



BRINGING SIMPLICITY

TO CUSTOMER EXPERIENCE





EMESA RUNS CUSTOMER CARE ACROSS
SEVERAL MAJOR BRAND LABELS IN MEDIA,
TRAVEL AND E-COMMERCE.

**In 2019 they set themselves an
ambitious challenge – to excel in
customer and agent experience across
every single one of them.**

A MANY-HEADED CHALLENGE

Running multilingual, multichannel customer service teams is already a big assignment. **But Emesa also serves a wide range of labels, each with their own query types, channel mix and customer profiles.**

This mix threatened to become a burden for Emesa's agents, who needed to complete time-consuming manual processes.

All that manual work increased call duration and handling time, reduced the accuracy of reporting and – most worryingly – risked negatively impacting customer and agent experience.



Manual ticketing was impacting speed and accuracy



Some query types relied on many emails back and forth



A lack of IVR in their voice channel limited their ability to route customers



TAKING CONTROL OF THE **CUSTOMER EXPERIENCE**

EMESA SAW THE NEED TO TAKE CONTROL OF THEIR CUSTOMER SERVICES IN A MORE FUNDAMENTAL WAY.

THAT CAME DOWN TO TWO CORE OBJECTIVES

Increasing automation in their key processes to allow agents to focus on real and meaningful conversations with customers

Gaining the ability to evolve their services fast and removing their dependency on extended software projects and third parties




The solution was babelforce's No-Code automation platform

babelforce provides Emesa with a simple way to create and develop fully automated customer service processes, quickly and easily.

More importantly, the flexibility of the babelforce platform goes beyond solving their current challenges – it prepares them for all the challenges of their next stage of growth.



WITH BABELFORCE **EMESA WERE ABLE TO:**

- ✓ Reduce **call abandonment** to 6%
 - ✓ Integrate telephony with Freshdesk for **automated ticketing**
 - ✓ Confirm order IDs in **IVR for 70% of customers**, linking call data with order data
 - ✓ **Split traffic across different sites** based on customizable conditions
 - ✓ Move services to the cloud, **enabling home-working with zero disruption**
 - ✓ Resolve over **15% of incoming contacts via email**, massively reducing call volume
 - ✓ Take full control over their process design, enabling a **responsive 'test and learn' approach**
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ONE OF OUR MAIN GOALS IS HAPPY AGENTS, AS WELL AS HAPPY CUSTOMERS.

babelforce makes that much easier by automating a lot of the tasks that our agents were getting wrong, or which caused them stress.

The more we can streamline agent's work and the easier the flow is, the more joy they will have in actually talking to the customer, which is the most important part!"

Desiree Kerkvliet

Innovation Manager of Customer Care at Emesa



Easy for customers

Easy for agents

Easy for you

babelforce.com



Why do clients choose babelforce?



The payback period is **just 3 months**



Agent productivity increases by **20%**



Our clients **reduce cost to serve** by one third



The typical return on investment is **150%**

Working with the babelforce platform, Emesa has been able to home in on their goal of industry-leading customer and employee satisfaction.

The result is better employee engagement, faster resolutions for customers and – crucially – a lot more control over how they work.

By embracing babelforce's No-Code automation platform, Emesa has secured the tools they'll need to navigate each new stage of growth – as well as remaining a leader in customer and agent experience.

We'd love to tell you more about how babelforce makes your conversations with customers faster, cheaper and much, much easier.

Contact us today at sales@babelforce.com to hear how.

