



PARCELFORCE WORLDWIDE USES SERENOVA™ TO IMPROVE EMAIL RESPONSE TIME BY UP TO 500%

With increased competition in the £4 billion UK express parcel marketplace, Parcelforce Worldwide faced pressure to improve the quality of service for customers while reducing costs. The provider delivers 150,000 parcels a day, requiring a vastly complex and dynamic system to support it.

For customer service, the provider's website offers answers to basic requests from customers; however, email is an increasingly important communication channel. Given the timeconstrained nature of the business, it's imperative that emails are answered promptly and effectively. When the provider's basic email package wasn't able to handle volumes reaching up to 50,000 emails a month, the parcel company turned to LiveOps Chat & Email.

The cloud-based smart email management tool was quickly implemented without the need for integration into the parcel tracking system. It ushered in immediate improvements. For the first time, emails were routed by request type and priority to the appropriate agent; customer histories were easily viewed; response templates were

created and quickly accessed to speed up responses; and managers had real-time reporting. The solution has been tremendously successful. Agent handling time has been dramatically reduced with automated responses, effective routing and sophisticated spam detection. Equally important, customers are getting quicker replies – response time has improved by 500%.

The company faced several business challenges:

- » Ineffective email system. The provider's off-the-shelf email program was incapable of routing and prioritizing emails; couldn't handle high volumes and didn't offer histories, reporting or a web-based tool.

- » Agent constraints, decreased productivity. The incumbent email system was designed for individual users. Processes were manual - emails weren't sent to the appropriate agents; there were no templates or email management tools.

SERENOVA™ SOLUTION

Parcelforce Worldwide implemented LiveOps Chat & Email. The cloud-based smart email management solution offers real-time reporting for managers and:

- » *automated responses to specific enquiries*
- » *effective routing of emails by type and priority to the appropriate agent*
- » *a complete view of message history to avoid multiple responses*
- » *templated responses.*

“LiveOps Chat & Email speeds up response time by 500% and dramatically reduces agent time and email volumes with automated replies, consolidation, prioritization, routing, templates and real-time reporting.”



BUSINESS BENEFITS

LiveOps Chat & Email
offered immediate results
for Parcelforce Worldwide:

- » Improved customer service.
LiveOps Chat & Email
improves response time
by 500%.
- » Reduced staffing requirements.
LiveOps Chat & Email reduces
agent handling time with
automated responses,
sophisticated spam detection
and intelligent routing.

CUSTOMER:

ParcelForce Worldwide
(Royal Mail Group)

INDUSTRY:

Transport and Logistics

SERENOVA™ SOLUTION:

LiveOps Chat & Email

ROI

- » Savings of more than
£100,000/ year
- » Improved email response
times by 500%
- » Dramatically reduced email
volumes

