

Post Sales Services

Retail

1 Business Challenge

Modern retail operators face very demanding challenges regarding the post service operations. Each customer expects to get a full view of the service when he interacts with the post sales service:

Interactions with the customer may occur via the call center, or locally at the store.

The variety of handled goods is so big, that the repair procedures vary a lot. All these variations make the post sale service processes complex and difficult to manage. The requirements for information come from very different participants: the customer, the repair operators, the product suppliers, the logistics operators and central management.

For management, deadlines are critical in these processes: if the product is not returned on time, a new one or the product value may have to be returned to the customer.

Challenge:

- Deliver customer post-sale service
- Support interaction multiple channels
- Provide visibility for customer and management into service processes
- Participant evaluation based on SLA's and KPI's

2 Solution

End to end processes are designed including all the participants where each participant has its own work list where he can see his tasks and make the process advance. Allows for adjustability to the company's own processes Complete control of all the processes and their tasks, with SLA's for each and everyone of them. Integration with Business Activity Monitoring (BAM) allows for real-time data analysis and greater operational control Business changes can quickly be implemented by changing the process representation

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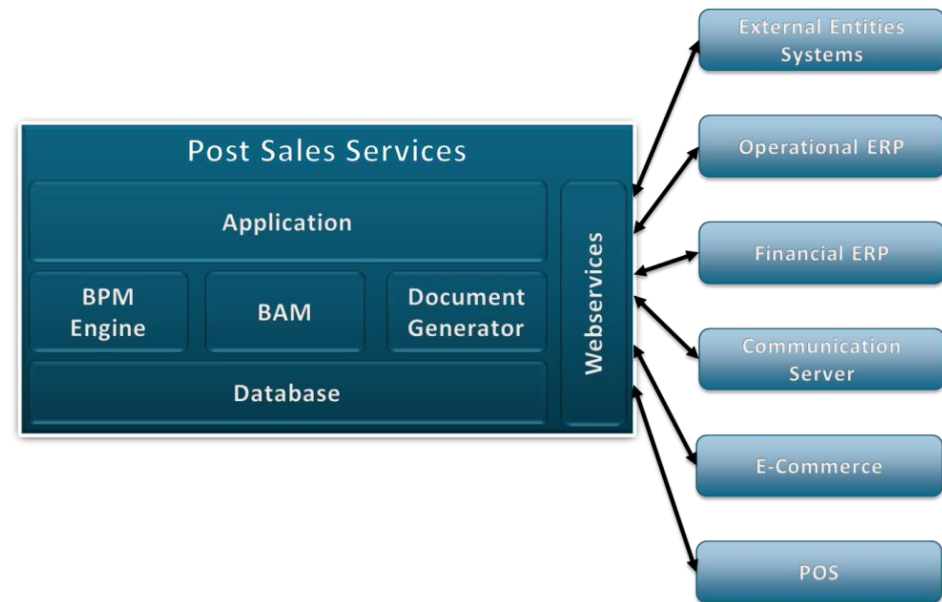
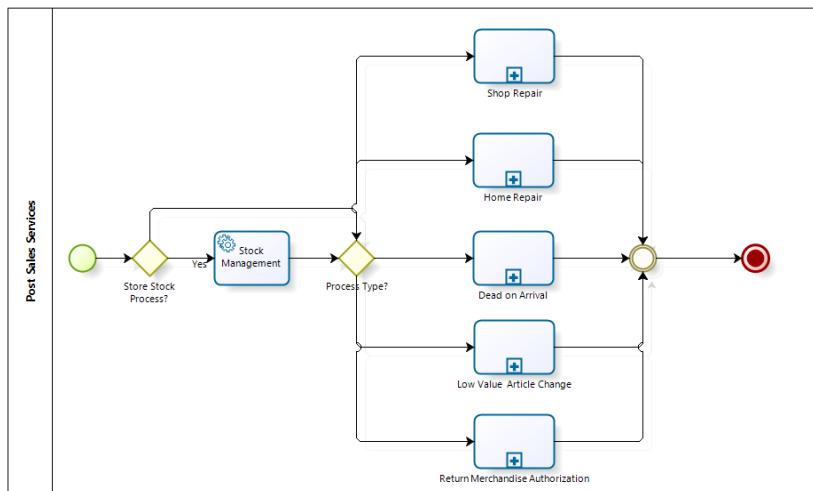
Video: <http://vimeo.com/30036368>

http://www.link.pt/MicroSites/detalhe_artigo.aspx?idc=4543&idsc=4549&idl=2

3 Results & References

1bn+ USD annual revenue Retail
Multinational
250 stores
4.000 users

Post Sales Services Retail



Site: http://www.link.pt/MicroSites/detalhe_artigo.aspx?idc=4543&idsc=4549&idl=2

Video: <http://vimeo.com/30036368>

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