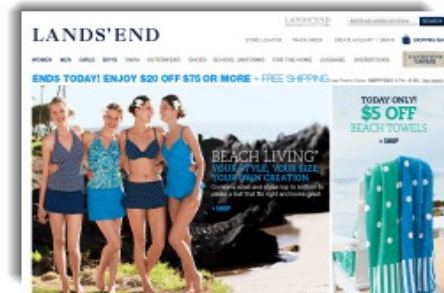




Lands' End Improves Customer Service by Reporting on Departments

With offices in Wisconsin, Europe and the U.K, Lands' End- retailer of men and women's clothing since 1963 turned to Logicalware to streamline their communications whereby managers can report and track on each department's performance.



The Challenge

Lands' End operates in a highly competitive market, therefore providing a high quality service is a top priority. Due to the multiple office locations, Lands' End required to track and monitor each departments performance to maintain a high level of customer service.

The Strategy

With over 30 reports in Logicalware, managers can view reports on specific departments and individual users. If Service Level Agreements are not met, management can redirect or assign more resources. Regardless of which location users are based in, managers can easily identify problem areas and resolve them quickly with real time reporting.

The Results

By using Logicalwares real time reporting and analytics, Lands' End have lowered their response time by 56%. Lands' End can now monitor how long customer requests take to deal with, how many requests exceed the time scale set and which users are not responding on time. This has not only proved to make their staff more productive or allowed them to make better use of their resources but has reduced their email processing costs significantly.

HELP DESK KEY FEATURES

TICKETING

The enquiry is assigned a unique ticket number so that all future correspondence regarding that enquiry can be tracked and viewed clearly in one place allowing any user to view previous messages.

FILTERING

Inbound emails are filtered by routing the email automatically to the correct individual/department. No emails can get lost!

AUTO RESPONSE

Send personalised auto replies as confirmation that your customers email has been received. Set up templates from the standard response library to ensure faster responses to all enquiries are made.

FIND OUT HOW LOGICALWARE CAN IMPROVE YOUR CUSTOMER SERVICE
CALL US ON 0800 009 3131 OR VISIT
WWW.LOGICALWARE.COM