



Mobiles.co.uk Reduce Response Times by Over 15% with Email Templates

Mobiles.co.uk was the UK's first retail mobile phone website and is now the largest web-only mobile phone store in the UK, processing thousands of orders every month. Mobiles.co.uk is a wholly owned subsidiary of the Carphone Warehouse Group.



The Challenge

To provide effective sales and technical support to customers who want to purchase or make enquiries via the mobiles.co.uk website. Measure the performance of agents and better understand the requirements of the customers based on information in the emails

The Solution

Mobiles have improved productivity and efficiency of the Mobiles.co.uk Customer Care team, using automated responses that are personalised to the customers enquiries.

They can now track every customer enquiry enabling them to address enquiries in a timely and detailed fashion specifically enabling customers to ask and receive a series of questions and answers in the same email chain. Reducing email handling time by using response templates was developed to reflect best practice.

The reporting has helped with training and understanding the productivity of various areas of the business

The Benefits

Mobiles.co.uk relies on Logicalware to assist in supporting its goal to deliver the best mobile phone deals around, including high levels of customer service to maintain the position of 'Best Online Retailer in 2008'.

Mobiles have improved their quality of responses. The volume of emails that agents can deal with has increased by over 15% as agents use the drop down email templates. This has enabled the Customer Care team to process repetitive questions ensuring that they are now free to respond to more specific queries. Not only is this positive for staff morale but it also means hiring extra staff at peak times is not necessary.

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 agent 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 or set up templates from the standard response library to ensure faster responses to all enquiries.

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