



ZenSār

Optimized retail CRM platform

CASE STUDY

CRM support and maintenance for a leading retailer in UK

Client is an employee-owned UK company which operates John Lewis department stores, Waitrose supermarkets, its banking and financial services, and other retail-related activities.

Highlights

Zensar has been aligned with client's IT team to set-up a Dual Shore model and provide best practices on Release & Configuration Management and Deployment Approach. We've successfully leveraged the Managed Services model for metrics based reporting & tracking with strong focus on delivering a quality service by defining and supporting effective customer engagement channels.

Company:
Apparels retailer company
Headquarters:
London, UK
Industries:
Retail
Products and Services:
Department stores and retailers
Employees:
More than 38,000
Total Revenue:
\$ 3.8 billion

Business Benefits

- Close to 12,400 Service Cloud users have been successfully leveraging the CRM capabilities.
- Increased customer & agent satisfaction with Balance Scorecard of 78%
- High degree of alignment with increased Ops Engagement – 100% app availability.
- Provided streamlined release and deployment strategies - Release frequency increased by 2X/ yr.
- Lower the risk of maintenance with improved alerting and processes & 100% SLA compliance

Challenges

- Costs and efforts to manage the Salesforce environment in-house were escalating
- Need of support processes to manage complete Salesforce Service Cloud implementation
- Take ownership of tasks, release and deployment management, efficient incident and resolution management

Top Benefits Achieved

