



Omnichannel Retail Group

Industry: Retail & Consumer Goods · Salesforce Products: Service Cloud, Einstein, Marketing Cloud

A retail group operating 320+ stores and a fast-growing e-commerce channel needed to consolidate customer service across chat, email, phone, WhatsApp, and social into a single agent workspace.

CHALLENGE

Contact center agents juggled seven tools per case, driving 8-minute average handle times and a first-contact resolution rate below 55%. Post-purchase queries spiked seasonally, overwhelming staff and inflating cost-to-serve. NPS was flat at 32.

SOLUTION

Glumes rolled out Service Cloud with an omnichannel routing engine, integrated telephony, and a unified customer profile spanning POS, e-com, and loyalty. We deployed Einstein Bots to deflect order-status and returns queries, launched an agent-side Einstein Copilot for case summarization, and connected Marketing Cloud journeys for proactive delivery updates.

RESULTS

62%

Case deflection via self-service and bots

41%

Reduction in average handle time

+27

NPS lift within two quarters