L'Occitane Group

50% reduction in number of requests per year thanks to self-service

BACKGROUND

The L'Occitane Group set up its international customer service department back in 2012 with the ambition to offer an "extraordinary" customer experience and to do so regardless of the touchpoint (stores, web & digital, department stores, pharmacies, hotels and spas).

> "The customer relationship manager must simultaneously provide an 'extraordinary' experience on all channels while sharing the Voice of the Customer within the company and ensuring the continuous improvement of all operations."

Anne-Sophie Pouyau,
Head of International & European Customer Service
L'Occitane en Provence

The Group's objective is thus to respond to its customers with the greatest care, as quickly as possible across all digital channels. This includes social networks, which are a real sounding board for consumer opinion, while continuously measuring customer satisfaction.

INDUSTRY
Cosmetics

Key markets
Japan, United States, China, Hong Kong and Europe

SOLUTIONS
Enghouse Eptica digital solutions

BENEFITS

Real-time reporting
L'Occitane can follow what is happening across all channels using the same KPIs so as to optimise resources and measure activities consistently.

Improvement in customer retention
By proposing chat to customers likely to experience difficulties while buying online, L'Occitane has been able to improve conversion rates.

Unique view of the customer
All over the world, the customer service teams have the same information about the customer, thanks to the integration of the customer database with the Eptica solution.

Enghouse Interactive

enghouseinteractive.co.uk

THE SOLUTION

Deployed in 17 countries since 2012, the Eptica solution covers both automated and augmented conversations: self-service, email, social networks and chat. It interfaces with the customer database so as to provide employees with a unique vision of the customer: a history of purchases, requests, communications received, CRM segmentation and other data.

Requests can therefore be prioritised. Self-service helps reduce incoming volume by enabling automatic responses to customers 24/7. Chat improves customer experience by offering personalised, contextualised and proactive support when, for example, the customer is looking for information, about to make a purchase or having difficulty confirming their order.

A conversational, collaborative and cognitive platform

L'Occitane uses Eptica's shared knowledge base which is integrated into all digital channels and the telephone Thanks to AI and, in particular, Natural Language Processing, the solution also enables conversations to be sorted automatically according to the content and tone of the messages.

Real-time satisfaction monitoring

L'Occitane uses the same KPIs all over the world thanks to Eptica's advanced reporting functionalities: email response time, time to close a request, percentage of requests closed, percentage of chats answered, average processing time, e-commerce intervention rate, etc. To measure customer satisfaction, L'Occitane uses Net Promoter Scores (NPS).

Capacity to absorb 50% extra incoming customer requests per year

"It was important for us to have a robust solution that could handle high volumes of conversations and enable us to improve productivity so that our agents could focus on personalising the relationship."

Anne-Sophie Pouyau,
Head of International & European Customer Service
L'Occitane en Provence.

Contextualisation & personalisation thanks to 360° view of customer

Enghouse Interactive

enghouseinteractive.co.uk

THE BENEFITS

1
Agents' well-being

As the use of the Eptica solution is intuitive and training is very fast, customer advisors very quickly become familiar with the tool, gaining in productivity and improved well-being at work.

2
Improved coherence

All the agents have access to the same knowledge base, which provides consistency and increased productivity.

50% reduction in number of requests per year thanks to self-service

3
Greater customer satisfaction

Following every interaction, a satisfaction questionnaire is sent out. On a daily basis, the customer service teams receive the results, including complaints, and so are able to react quickly when a customer is dissatisfied.

4
Representing the Voice of the Customer internally

Thanks to the KPIs and customer verbatim data, the customer service department has a great deal of influence when it comes to convincing the other departments: marketing, digital, sales logistics, etc. marketing, digital, ventes, logistique, etc.

5
Integrated social media management

The customer service department has Community Managers who use the Eptica solution. They can therefore reply consistently, using the same tone as on the other channels, accessing the same knowledge base.

Enghouse Interactive

enghouseinteractive.co.uk

TWO QUESTIONS FOR...

Anne-Sophie Pouyau,
Head of International & European Customer Service
at L'Occitane en Provence

Why did you choose Eptica?

We intended to create an international customer servicedepartment capable of managing more than 17 countries around the world and several channels. The benefit of Eptica was its intelligent, integrated, multichannel and multilingual platform. This is why Eptica seemed an obvious choice!

What is Eptica's "added advantage" for your mission?

Thanks to AI and Natural Language Processing, we are able to gain real knowledge and understanding of our customers and their psychology. This allows us to adapt to their requirements, along the entire value chain, and be more attentive to their needs in order to satisfy them.

When we share verbatim data internally, we are sharing data that has a soul! This makes the Voice of the Customer very powerful within the company's different departments, enabling us to continuously improve the customer experience and our products.

Enghouse Interactive

enghouseinteractive.co.uk

ABOUT ENGHOUSE INTERACTIVE

Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor.

These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.