

Montblanc

Eptica, an Enhouse Company, helps Montblanc to deliver the personalised, handcrafted customer experience that is at the heart of their brand.

THE CHALLENGE

As a pre-eminent luxury brand, Montblanc prides itself on the individual relationships it builds with each and every one of its customers. Its service team ambassadors use their skills and experience to represent the brand and its history when interacting with customers, telling the Montblanc story and ensuring that the client always feels unique and valued.

Every day, Montblanc's ambassadors help customers by telephone, email or web chat, such as assisting them in choosing a personalised graduation gift or providing advice on servicing and repairing a treasured heirloom writing instrument or watch. However, Montblanc saw that an increasing number of the queries it was receiving were repetitive questions, such as around obtaining refills required for a particular pen, or how the service process works. This was putting pressure on service levels, diverting the ambassadors' efforts from higher value interactions and causing customers to spend additional, unnecessary time calling or emailing.

"At Montblanc we are dedicated to ensuring our customers feel special," says **Jasmijn Sabbagh, Head of E-Commerce Operations Europe, Montblanc**. "We understood that many of our customers wanted to be able to find answers to routine queries themselves online, so we aimed to be more transparent by providing further information and therefore empowering the customer. Hereby the customer has the choice to either use the FAQ or contact us by one of our communication channels."

While Montblanc had an existing FAQ page on its websites serving Europe and the United States, customers found it unengaging, dry and in places incorrect. Montblanc therefore looked to replace it with a new, interactive self-service capability that would better meet customer needs.

INDUSTRY

Luxury goods

ABOUT MONTBLANC

At every step, Montblanc International's master craftsmen work diligently to pour their hearts and souls into their products, which range from exquisite writing implements to watches and jewellery, creating meticulously crafted items for customers, supported by the highest levels of service.

SOLUTION

Eptica Self-Service

RESULTS

- 6 Available in six languages
- ↓ 6%-12% reduction in low value, repetitive emails
- ↑ 104% increase of FAQ usage
- ↓ 64% drop in webform submissions

eptica

An  Enhouse Company

www.eptica.com

www.enhouseinteractive.co.uk

THE SOLUTION

Montblanc researched the market for a solution that would meet its needs, particularly around supporting multiple languages and providing a platform for future growth. It chose to work with Eptica, part of Enghouse Interactive, due to its responsive nature, strong technology and ability to deliver multi-language support through its intelligent knowledge base. Eptica's advanced solution uses linguistic technology to match customer questions with fast, accurate answers.

"Other vendors were not able to offer the same experience as Eptica, and we were impressed with its technology and approach," says Jasmijn. "We had ambitious timelines for the project, and

Eptica achieved all of them, going live in just six weeks over the Summer, in order to be ready for peak. Eptica worked really closely with us and the whole project therefore went very smoothly."

One of the key factors in the project's success was involving the ambassadors closely in creating the knowledge base behind the dynamic online self-service solution. Montblanc's multilingual team is split between its European HQ in Hamburg and its US office. They both helped to create the initial content for the knowledge base, and to translate it into local languages, keeping quality high and using their experience to ensure it met customer needs.



THE BENEFITS

Since going live in September 2019, Montblanc has seen key benefits in five areas:

1. REDUCED CUSTOMER EFFORT

The primary aim of the new solution was to empower customers to find their own answers to uncomplicated queries. The new solution therefore aimed to lower avoidable interactions, particularly around emails, which can be time-consuming to resolve.

This objective has been quickly realised, as Jasmijn confirms, "Email volumes dropped dramatically during peak, which is our busiest time. Globally, there has been a 64% reduction in questions submitted via forms on the website, with the US team also seeing a 12% decrease in incoming emails."

2. EMPOWERING AMBASSADORS

Many people make contact with Montblanc when choosing a stylish, beautiful gift, such as a personalised engraved pen to mark a retirement. As customers can now find answers to their straightforward queries with minimal effort, Montblanc's ambassadors now have more time to help with these special queries, using their knowledge, storytelling skills and emotional intelligence to connect deeply with consumers.

3. INCREASING FAQ USAGE

Demonstrating that the new self-solution is popular with customers and meets their needs for routine questions, traffic on the FAQ has increased by 104% since go-live. Analysis of the most commonly asked questions shows that, as predicted, they are focused on important but straightforward queries, such as "Which refill do I need?" and "How long will it take to receive my order?"

4. INSIGHT TO DRIVE ONGOING IMPROVEMENTS

"At Montblanc we are dedicated to continually improving the experience for all of our customers. As part of this, we constantly analyse feedback from customers and ambassadors around the self-service solution, using this insight to refine the knowledge base and fill any gaps," adds Jasmijn.

This insight is also being applied more widely, for example, the digital team is now working on a separate, interactive refill finder section for the website, based on feedback and usage of particular FAQs.

5. A PLATFORM FOR THE FUTURE

In Europe, Montblanc sells both directly to consumers and through a network of luxury boutiques and wholesalers, who also contact its ambassador team with queries around processes, availability and service requests. The brand is now extending self-service to these audiences, making it available through the existing portal they use to find information about Montblanc. This will further reduce low-complexity enquiries, while providing additional value to these groups and reinforcing their relationship with Montblanc.

“At Montblanc we have a clear customer focus, and our new self-service solution is a key part of this,” concludes Jasmijn. “Thanks to our partnership with Eptica we have empowered our customers, enabling our ambassadors to apply their skills and knowledge where it really matters, delivering the personalised, handcrafted experience that is at the heart of the Montblanc brand.”



An  Enhouse Company

www.eptica.com

www.enhouseinteractive.co.uk

About Eptica, an Enhouse Company

At Eptica we are passionate about enabling companies to place digital customer engagement at the heart of strategy, driving excellent customer experience and deeper insight to create value across all operations.

Eptica is part of the Enhouse Interactive, and their integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.