

The **co-operative**

The Co-operative Group
Manchester, England
www.co-operative.co.uk

Industry:

Retail & Distribution

Annual Revenue:

US\$14.2 billion

Employees:

65,000

Oracle Products & Services:

Oracle TeleService
Oracle iSupport
Oracle Customer Data Hub
Oracle Scripting

Implementor:

Oracle Consulting

“Oracle’s CRM applications allow us to develop an in-depth understanding of what our members want from the Co-operative Group, which in turn helps us build brand loyalty and supports our target of reaching over five million members by 2009.” – Andrew Kemp, Head of Group Marketing Programmes and Operations, The Co-operative Group

Co-operative Group Re-Launches Membership Using Single View of Members to Deliver information-driven service

The Co-operative Group is the U.K.’s largest consumer-owned retailer with 3,400 outlets ranging from food shops and pharmacies to funeral homes, travel agencies, and banking and insurance services. The group rewards its customer members with an annual share of profits, based on their spend.

Challenges

- Automate contact center operations for new group-wide membership scheme that handles 15,000 calls per week and processes up to half a million applications each year
- Create an integrated, real-time view of each caller’s membership level and transactions with the group’s businesses
- Maximize the productivity and effectiveness of 80 contact center agents and optimize cross-and up-selling opportunities
- Provide members with 24/7 self-service capabilities

Solution

- Used Oracle TeleService to automate telephone, email, and Web requests to the first available agent to accelerate response
- Created up-to-date record of each member or prospective member’s details and past transactions with the group’s businesses in Oracle Customer Data Hub and made it available to agents
- Built dashboard to flag each caller’s membership status
- Gave agents instant online access to a database of frequently asked questions using Oracle iSupport, accelerating resolution time for inquiries and improving service levels
- Enabled members to access their account and check points accumulated 24/7 using Oracle’s self-service functionality
- Maximized new business opportunities by using Oracle Scripting to guide agents with pre-formatted, easy-to-follow scripts when carrying out telephone surveys
- Leveraged Oracle iSurvey to create, deploy, and conduct online surveys and analyze feedback
- Benefited from the expertise of Oracle Consulting, The PCMS Group, and HCL to meet most requirements using standards-based functionality
- Rolled out Oracle iSupport externally to give members self-service access to the knowledge database used by agents to improve customer satisfaction and cut call center costs