

At Digitec Galaxus AG, happy agents make for happy customers

Reliability of Talkdesk Contact Center Software CX Cloud™ equips Switzerland's leading online retailer to reset after COVID-19.



Use Case
Support

Industry
Retail, Ecommerce
& Consumer Goods

Integrations
Zendesk

Key Metric
Agent morale ratings
improved by a full point



Challenge

Digitec Galaxus AG switched its fixed-service contact center to a cloud-based version just as the COVID-19 lockdowns shifted consumer buying to online. Agents, stressed by spikes in inbound calls, were further frustrated by ongoing system failures.



Solution

Talkdesk Contact Center Software CX Cloud equips agents with a reliable contact center platform that lets them do their job: make customers happy.



Results

Agent morale ratings improved by a full point, and in combination with other strategic measures, the Talkdesk solution enabled the company to restore customer satisfaction to historic levels.

With roots tracing back twenty years, Digitec Galaxus AG reigns today as Switzerland's largest online retailer. The company offers over a million items, including IT products, electronics and general consumer goods—and it is growing in size year over year. In 2020, its revenue grew 59% to over CHF 1.8b. A new merchant program now enables third-party vendors to leverage its e-commerce platform, and the company is expanding into Germany.

The secret to the company's success? First, the Digitec Galaxus AG platform is a community where customers can discuss and exchange ideas to help and inspire each other. In addition, the company's strategy emphasizes low prices, free delivery, and a general generous service policy.

"Our differentiator is our high-quality customer service," explained Mike Smith, head of customer service, Digitec Galaxus AG. "Our focus is more than selling products. We're here to solve our customers' problems."

The company prides itself on offering a comfortable, efficient customer experience, with an easy-to-navigate website and ample ways to access customer support. Digitec Galaxus AG fosters an online community that combines user-generated content with material developed and curated by company employees. It also operates 10 physical stores. These give customers in-person locations to research, purchase, and return products if they wish, an option which adds convenience and fosters trust.

Innovative technology strategy to drive operational excellence

Digitec Galaxus AG is a technology-driven organization. It built its own ERP system to maximize flexibility and cultivate internal innovation and expertise in strategic areas like artificial intelligence. A few years back, it also embraced the cost-efficiencies of the cloud model for its infrastructure and e-commerce shops. Then, in 2020, it decided to transition its customer contact platform to a cloud-based solution.

The company's first choice for a cloud-based customer contact solution wasn't an ideal fit. "We were happy with our previous fixed-service provider, but when we tried

to move to their new cloud-based product, we ran into problems," Mike explained. "We encountered several technical difficulties. All of our agents were extremely frustrated. It was a constant headache."

To make matters worse, as COVID-19 lockdowns began, people flooded to online shopping. Digitec Galaxus AG has over two million active customers; the call volume handled by its agents quickly jumped from around 2,000 inbound calls a day to 3,000. "We needed a more reliable platform for our agents to help our customers," Mike said.

Helping agents help their customers

After evaluating available customer contact solutions, Mike selected Talkdesk Contact Center Software CX Cloud™. "Talkdesk is more cost effective than our previous solution," said Mike. "It offers the functionality we need. We also like the Talkdesk people, which was important because we were looking to establish a partnership."

The reliability of the Talkdesk platform had an immediate positive impact on Digitec Galaxus AG agents—people who, in many respects, bore the brunt of the COVID-19 disruptions. "Last summer was a difficult period," Mike recalled. Agents had to start working from home right as the number of consumer inquiries spiked. Response times to inquiries lengthened which, understandably, led to a drop in customer satisfaction.

Going live with the Talkdesk solution in July 2020, along with increasing staffing and adding contingent workers, helped boost morale significantly. Agents now had a contact center platform that worked properly. Calls were now going through.

"Every quarter we conduct a 'mood barometer,' asking our agents how they feel, on a scale of 1 to 10," Mike said. "After we implemented Talkdesk, the score rose by a full point."

In addition, the company's customer satisfaction levels soon returned to their former, very high levels.



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— MIKE SMITH, HEAD OF CUSTOMER SERVICE,
[DIGITEC GALAXUS AG](#)

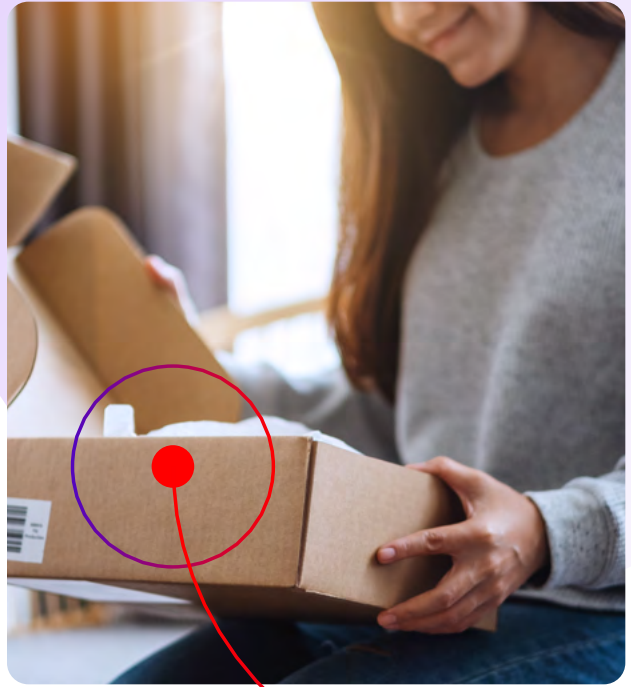


Building on a reputation for e-commerce innovation

With the Talkdesk solution in place, Digitec Galaxus AG is now turning its attention to innovation. Currently, Talkdesk is integrated with the company's Zendesk and ERP platforms. In the future, Mike plans to leverage Talkdesk's upcoming Interactive Voice Response (IVR) Application Programming Interface (API) functionality to build creative, new ERP integrations.

"Historically, about 55% of our inquiries are by phone, and about 45% by email," Mike explained. "Our goal is to give our customers new ways to answer questions themselves, which is something they really like." Customers will be able check orders themselves, for example, or customize their email updates.

The benefits of these innovations will be far-reaching. "If we can shift even 5% of our inquiries to IVR, we can cut costs significantly," Mike noted. Adding IVR will also enhance the company's reputation for offering a customer-friendly experience. "Our customers love how easy we make it for them to research, order, and use the products we offer," Mike said. "By collaborating with Talkdesk, we'll continue to lead the way in driving the e-commerce revolution."



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About Talkdesk

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability.

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