

EUROPEAN E-TAILER TURNS TO NOETICA'S SYNTHESYS TO ENHANCE CUSTOMER RELATIONS

Submitted by: MCC International Ltd

Monday, 20 August 2001

Online Supermarket To Optimise Customer Service and Loyalty

Noetica, provider of easy-to-use call centre and CRM solutions, today announced that Swiss call centre bureau, Digicall, has implemented its call centre technology to facilitate a major European customer relationship programme. Digicall uses Noetica's Synthesys on behalf of leading Swiss e-tailer, LeShop.ch, in an initiative designed to optimise the online supermarket's relationship with its customers, through the provision of after-sales call management.

LeShop.ch has three key customer service initiatives that it aims to fulfil by using Digicall's call centre expertise. Firstly, a loyalty management call, whereby agents contact customers after goods are received to enquire into satisfaction levels with the goods and service provided. Secondly, there is an out-of-hours 'always on' customer service centre, and thirdly, contacting customers to re-ignite interest in LeShop.ch, with courtesy calls to those who haven't placed orders within six months. LeShop.ch caters for French, German and English speakers, and Synthesys provides agents with the relevant script for each language. The flexibility of Noetica's technology means that Digicall and LeShop.ch are able to work together to create bespoke callflows (the route the conversation takes) to suit each outcome, and individually designate follow-up actions.

"We aim to build an immediate, personal contact between LeShop.ch and our new customers," explains LeShop.ch Customer Relationship Manager, Cornelia Koeppel. "By proactively offering help with potential questions, monitoring the quality of our service and detecting weaknesses as early as possible, our long term customer retention rate is increasing."

Digicall is connected to LeShop.ch's customer records via a secure Virtual Private Network (VPN). The information is fed into the Synthesys CRM module, and the callflow is populated with relevant information on customer needs. Once the call is completed, an Excel report is sent back to LeShop.ch via Synthesys' Campaign Manager.

"At Digicall we aim to forge strong relationships with our clients and exceed their expectations when it comes to how we are able to service their customers," explains Call Centre Manager at Digicall, Remi Berzin. "LeShop.ch chooses us because we have a complete CRM approach to business and we have a flexible tool in Synthesys to achieve this."

"It is exciting to work with such a modern company that really understands what its customers need and how to create loyalty from them," explains Noetica's Commercial Director, Keith Symondson. "Through Synthesys, Digicall is able to service LeShop.ch customers in the same way that was done in an old fashioned corner shop – as individuals."

About Noetica

Established in 1997, Noetica is a leading developer of innovative software solutions for successful management of any call centre. Noetica's solution - Synthesys has been designed specifically to enable non-technical staff to have complete control of the call centre. Synthesys' key features include customer relationship management (CRM); callflow/script designing, service call centre management and support; outbound campaign management; web compatibility and computer telephony integration (CTI).

Part of the privately controlled holding company the Scandex Group, Noetica is based in Clapham Junction, London, with strategic partners throughout Europe, Canada, Asia and the US. Noetica serves a broad range of industries, including the public sector, finance and telecommunications.

For further information on Noetica, please visit <http://www.noetica.co.uk>

Synthesysä is a registered trademark of Noetica.

About LeShop.ch

LeShop.ch (www.leshop.ch) is Switzerland's first online supermarket and the only provider of branded goods and fresh produce that delivers nationally. Since 1998, growing numbers of customers have been taking advantage of the new freedom offered by LeShop.ch to fill their shopping baskets on screen as well as at the supermarket. There are around 4,000 items to choose from, with next-day delivery for a flat-rate charge of CHF 9, regardless of the quantity ordered. This alternative way of shopping is particularly popular with working mothers and young families. LeShop.ch's majority shareholder is Bon appétit Group (www.bon-appetit.ch), Switzerland's leading listed company in the food trade whose core businesses are the wholesale and retail trade. LeShop.ch's distribution partner is the Swiss Post.

Editorial Contacts

Interviews, photography and further information are available from Claire Adam or Natalie Johnson at MCC International.

Claire Adam / Natalie Johnson
MCC International Ltd
Tel: 01962 888100
Email: claire.adam@mccint.com
natalie.Johnson@mccint.com