

Eberhardt Optimises its customer service with an omnichannel contact centre solution.

“Customer relationship transformation is a complex subject. You need to map all your customer contact points to determine the right conversation channels and you need to understand your customer requirements.”

David Schillo, Customer Relations Director,
Communication and Digital Transformation
Division

The Eberhardt company has been in the Alsace region of France for more than 100 years, specialising in the distribution of household appliances for the general public and professional equipment for the Cafés-Hotels-Restaurants (CHR) and communities. Based on its commitment to "Made in Europe" and its Alsatian roots, Eberhardt, with more than 200 employees, is today the French expert in top-of-the-line equipment for both individuals and professionals.

CHALLENGES

Eberhardt's customer relations department consists of 40 employees who work closely with customers and prospects through a number of conversation channels. Because these channels were not automatically linked it was often difficult to locate previous conversations or histories of conversations with the same customer. Information was collected using hand-written notes or entries into Outlook. The Customer Relations team needed to optimise and rationalise their operations and management to create a cohesive customer profile and interactions.

ACTION

Eberhardt required centralised information in an omnichannel contact centre. They wanted to personalise customer relations, create a sense of proximity and engage in authentic customer relationships. A single platform to support the customer relations team would make it easier to track communications across the various conversation channels and increase productivity by automating repetitive tasks.

Eberhardt had been using SaaS solutions for several years and wanted to continue with this model. They were looking for an updated SaaS solution that would meet their needs and align with their “best of breed” digital transformation strategy.

Eberhardt selected the ALE Connect solution and plan to connect to its Microsoft Dynamics CRM to enable a single customer base that provided a history of customer communication exchanges. They are also planning to use the other channels available through ALE Connect such as Facebook Messenger and chat. This functionality will allow them to put their customer at the centre of the conversation. The always on connection lets customers decide when they will interact with Eberhardt, and with which tools, creating a unified and improved customer experience.

PRODUCTS AND SOLUTIONS

[Alcatel-Lucent Enterprise Connect](#)

RESULTS

Technical benefits

- Integration of the solution into the existing environment was simple and smooth with the support of ALE partner, Quonex Alsatel
- ALE experts worked with Eberhardt to implement ALE Connect. ALE experience regarding customer needs and uses helped optimise existing solutions.
- High availability, security and redundancy of customer data storage, and General Data Protection Regulation (GDPR) compliancy

Financial benefits

- Customer relations team members were able to get up to speed quickly, saving time and money
- Improved interaction with customers and prospects creates enhanced customer experiences and potential for additional business
- Coordinated, cohesive interactions improve customer relations efficiency

User experience benefits

- Manage email and voice on the same platform with access to a single history of customer exchanges
- Immediately see the workload by displaying the files in flow and identify the urgency using colour labels
- Adapt resources to save time and be more responsive to customers

WANT TO TALK WITH SOMEBODY?

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Customer Story

MARKET: **RETAIL**

COUNTRY: **FRANCE**

COMPANY:

DEAL IMPLEMENTED: **2022**

NUMBER OF USERS: **40**

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