

Case Study



Royal Mail Delivers The Answers With Transversal



“Ask Sarah” Web self-service system significantly reduces email enquiry volume

“By working with Transversal we’ve been able to introduce Ask Sarah, providing an easy-to-use, approachable way for getting immediate answers to questions whatever your technical ability. The benefits for our customers have been impressive. We’ve seen customer satisfaction rise and inbound enquiries drop dramatically since introducing Sarah and believe this trend will only continue moving forward.”

Stephen Mitchell
Digital Consumer Experience Manager, Royal Mail

Challenge

Royal Mail has a broad range of customers, spanning the whole population, meaning that it needed a system that was easy to use, regardless of the visitor’s technical ability. As part of its focus on enhancing its services, it needed to move less complex transactions to self-service so that skilled advisers could concentrate on answering more complex queries. Given the scale and scope of its Web site, it also needed to provide a simple way of accessing information for all customers. After extensive research, Royal Mail identified that it needed the combination of a self-service knowledgebase and a virtual agent to help get customers to the right content and increase usage.

Information Solution

Transversal developed “Ask Sarah”, an online persona with a complex and intelligent knowledgebase sitting behind her.

Benefits

- Email volumes decreased overall by 18%. However, some specific email types decreased by 93%, showing that more basic questions were now being answered by Sarah.
- Customer queries online are being handled within 35 seconds, compared with the average handling time of 300 seconds over the phone.
- Contacts into Royal Mail call centres have decreased, indicating that customers going to the Web have been able to get an immediate answer.

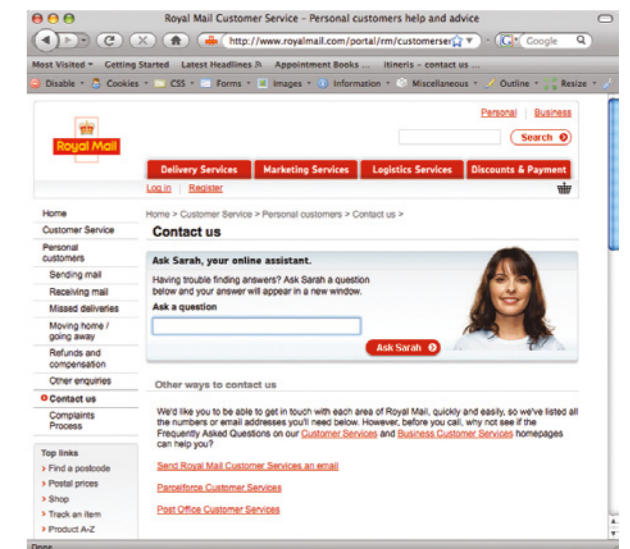


Winner of the CCA Global Excellence Awards 2009 for Best Technology Partnership

Technology Partnership

The technology partnership between Transversal and Royal Mail has contributed to the provision of excellent customer service.

Royal Mail continue to work with Transversal since it provides advanced technology that meets Royal Mail’s needs, combined with the experience and business understanding to help the organization achieve its goals.



“...the relationships built have been great as we continue to work with and learn more about how to do things. We have a lifeline to Transversal for continuous improvement and learning”

“Working with Transversal has been a really positive experience for us as they are passionate and clearly experts in their field. The Transversal team have really supported our needs and helped us to get our heads around and understand the technology which has really made it work for us. On top of that, they are great people to work with which really helps the whole ‘working in partnership’ concept live and breathe. Transversal have helped us move forward with our knowledgebase and we continue to work with them on phase two of Sarah which is even more exciting!”

Brenda Shields
Head of Consumer Modernisation, Royal Mail

“We would recommend Transversal and the knowledgebase solution to every contact centre!”

Stephen Mitchell
Digital Consumer Experience Manager, Royal Mail