



## CASE STUDY

# Multi-channel Service-desk Automation

for



**The Entertainer was founded in 1981 by husband and wife team, Gary and Catherine Grant. Today, it has over 140 stores in the UK and 6 international stores. Their mission is to be the best-loved toyshop – one child, one community at a time.**

The Entertainer stocks thousands of products online at TheToyShop.com, offering a 30 minute click and collect service.

To meet the ever demanding customer services from various channels, The Entertainer wanted to have a separate and more integrated solution to help further improve their customer services and keep themselves ahead in the market segment with a single view of customer from various channels.

Gauri was introduced to the customer as specialists and were engaged as implementation partners to help deliver the service desk implementation and required integration with their ecommerce.

Gauri not delivered an integrated customer experience, but added the ability to implement niche requirements such as telephony integration and integration with ecommerce.



# Project Scope

CRM service desk solution was implemented as the primary system to manage the load and help automate the service tickets. The solution was integrated with the following channels :

- eCommerce B2C: This is a master system from where the account and contacts are centrally managed. The real time integration helps immediate customer details replication and helps customer service team to resolve customer issues faced while performing online transactions.
- CTI Integration: Telephony integration with the internal customer service team and also with the outsourced firm to manage the busiest period.
- Email Integration: Email integration with various channels such as eBay, Amazon, Tesco etc. and the customer service team.
- Social Media: Integration with Facebook and Twitter applications on the messaging services with a real time response
- Chat Integration: Integration with SnapEngage chat provider

## Analytics

- Monitor SLA on each ticket response
- KPI around tickets handled on each channel
- Single database for reporting by importing data from telephony and other 3<sup>rd</sup> party databases
- Resource alignment across various teams based on different channels

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## About us



## We're Experts in CRM Solutions.

Gauri are leaders in implementing and supporting CRM Solutions for Sales, Marketing, Customer Support and Field Services. We help our clients transition to Cloud and achieve a true Customer 360 on the world's leading CRM platforms.

We have seen CRM evolution since 1990's and have been working on emerging CRM technologies such as Salesforce since then. Our years of cumulative experience and Quick Start Solutions have delivered results for our clients.

Call us for sound advice on choice of platforms and key considerations for the right CRM for your business.



**Keston**

**POLARN O. PYRET**

