



## 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 by another partner as Hybris Cloud for Customer specialists and were engaged as implementation partners to help deliver the Hybris Cloud for Customer project and required integration with Hybris commerce.

Gauri not only brought Cloud for Customer experience, but additionally the ability to implement niche requirements like Telephony integration and integration with Hybris Commerce



## Project Scope

SAP Hybris Cloud for Customer 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 :

- **Hybris Commerce B2C:** This is a master system from where the account and contacts are replicated to Hybris Cloud for Customer and vice versa. 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 & 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

- Are you looking for a proven strategy to build on your existing CRM estate?
- Are you grappling with how to transition to the Cloud from your existing on-premise CRM solution?
- Is your desire for a “Single Customer View” still elusive?
- Does your CRM seamlessly integrate with your customer engagement and commerce processes?

## Give us a call

We understand the complexities across business processes, technologies and challenges that lie across achieving operational excellence.

With solid minds, pragmatic solutioning, innovative commercials backed by robust delivery processes, Gauri is always there to help you deliver on your promises to your customers.

Give us a call for a free, no-obligation consultation to review your challenges and help you shape your solution strategy.





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## About Us

Gauri is a UK-based consultancy helping our customers to compete and grow using digital initiatives.

Through long-standing partnerships with our clients, we have consistently delivered successful business outcomes for over 10 years.

Our niche focus and a motivated team has helped us to develop our depth of expertise:

- Transition to intelligent CRM on the Cloud
- Connected Cloud, hybrid (on-premise with Cloud)
- Cross-application integration
- Business Intelligence
- Supply chain solutions and integration with ERP

Each one of our customers sees us as a partner they can trust to deliver; someone who will stand by them through challenging situations.

