

MONOPRIX

French Retailer Deploys Neocase Solutions to Streamline Operations, Enhance Customer Service

Regardless of your business, optimizing and streamlining operations is a constant focus and priority. Nowhere is this more true than the retail and grocery business, where margins are especially tight. For Monoprix, a leading French retailer, improving operations meant carefully defining store procedures, developing business rules to handle each one, and rolling out a customer service solution that gave store directors the ability to resolve problems with minimal effort. Now Monoprix store directors can focus on what they do best: sales and customer service.

Challenge: Legacy Case Management System Unable to Handle Complexity and Scalability

Monoprix, a subsidiary of Galeries Lafayette and Casino, is one of the largest supermarket chains in France with annual revenue of over 3 billion Euro and stores in 85% of cities across the country. Monoprix serves over 800,000 people every day and offers over 60,000 products in categories such as clothing, health and beauty, housewares, and grocery items. It employs over 20,000 people in its stores and Paris headquarters.

As part of its ongoing effort to improve operations, Monoprix discovered that its store directors spent too much time on low-value tasks and not enough on improving the shopping experience for customers. Much of that time was spent on administrative procedures and problems better handled by one of their employees or a contractor. In a typical week, for instance, store directors submitted more than 3,000 service requests to headquarters for help on everything from broken cash registers and point-of-sale software failures to barcode mismatches and delivery errors.

With more than 350 stores countrywide, Monoprix had simply outgrown the system it was using to handle problems, store procedures, and communication between store branches and headquarters. The system was inefficient, outdated, and a distraction for store directors. "We were struggling with a legacy customer service system that couldn't handle the complexity and scalability of our store processes," says Marc Frogé, Head of Support Operations at Monoprix and project lead for the Neocase implementation.

Requirements: Ease the Operational Burden on Store Directors

Monoprix determined that it was time to upgrade to an advanced customer service solution. "After thorough evaluation of several customer service solutions, we decided to implement Neocase CS to manage our internal customer support operations," says Frogé.

The solution would need to ease the operational burden on store directors and allow them to focus more on sales and customer service. It needed to be sophisticated enough to support 8,500 system users (including store employees and directors, HQ employees, and external contractors) as well as 40,000 assets (cash registers, printers, laptops, and so on). In addition, Monoprix wanted a system that met all of the following requirements (on top of being scalable, intuitive, and easily customized):

- Advanced business process management (BPM) features to determine the escalation process for each service request, including notifying the right people at HQ and, when necessary, the appropriate contractor
- Sophisticated business intelligence (BI) functionality to track and report on all service requests and resolutions
- Integrated knowledge base (KB) for enabling store employees, support personnel, and external contractors to quickly find answers to problems
- High degree of flexibility to accommodate Monoprix's numerous unique and complex store processes

AT A GLANCE:

Organization: Monoprix

Headquarters: Paris

Industry: Retail and grocery

Challenge:

- Ease the operational burden on store directors and allow them to focus on sales and customer service
- Streamline issue resolution with better communication between stores, headquarters, and contractors
- Track and report on all service requests and resolutions, measure KPIs, and ensure SLAs are being met

Solution: Neocase Customer Service (CS), Neocase Knowledge Base (KB)

Results:

- Better customer support and improved communication between headquarters and store branches
- Streamlined processes, leading to increased productivity for store directors
- Automatic routing of support tickets to personnel at headquarters or an appropriate external contractor
- Ability to measure KPIs, analyze processes, and make continuous improvements

"Neocase CS responds perfectly to our needs in terms of business process management functionality."

- MARC FROGÉ
Head of Support
Operations
Monoprix

Solution: Automated, Streamlined Processes for Handling Inquiries and Requests

Monoprix chose Neocase Customer Service (CS) to manage its internal customer support operations and automate and streamline service requests for store directors. “Neocase proved to be the solution best adapted to deliver on its flexibility and functionality to accommodate our internal operations and complex supply chain environment,” says Frogé. Monoprix deployed Neocase CS in a software-as-a-service (SaaS) model with a Neocase Knowledge Base integration.

Monoprix’s complex environment required 400 unique business rules to account for 1,600 distinct internal service requests. Depending on the type of problem, service requests needed to be routed automatically to support personnel at headquarters or to an appropriate external contractor. The robust BPM functionality of Neocase CS manages the underlying business logic, giving store directors and designated employees the ability to log into the system and instantly submit a new service request. Additionally, Neocase business intelligence functionality, including OLAP Cube reporting and a custom report builder, enable Monoprix to measure KPIs, analyze processes, and make improvements. Certain contractors are also provided with reports on their own SLA achievement and first-call resolution rates to ensure they’re meeting expectations with Monoprix.

Neocase Professional Services worked with Monoprix to complete the project under an aggressive deadline. According to Frogé, the collaboration between Monoprix and Neocase’s “outstanding” Professional Services group enabled the team to develop and implement the customer service system in just four months - remarkable given the complexity of the project.

Results: Significant Productivity Improvements with Neocase

“Shortly after deploying the solution,” says Frogé, “we saw significant productivity improvements within our internal support. We were also able to streamline key processes to become more efficient.” As Head of Support Operations at Monoprix, Frogé is focused on making a positive difference for his customers, the store directors. He notes that headquarters has received “extremely positive feedback” from store directors who have appreciated the quality of incident treatment and the guidance they’ve obtained along the way.

The sheer complexity of store operation processes and business rules is a measure of the Neocase solution’s flexibility and scalability. “Neocase CS responds perfectly to our needs in terms of business process management functionality and has offered us the best cost-to-benefit ratio among all evaluated solutions,” says Frogé, noting that the solution has improved customer support between headquarters and store branches and increased business efficiency with the company’s internal clients.

Overall, says Frogé, “the Neocase implementation has been a success for our organization.” He has already begun planning to deploy Neocase Self Service to enable store directors and employees to create, manage, and track store inquiries, as well as provide access to the knowledge base. The self service module will complete Monoprix’s customer service strategy, significantly improve productivity and efficiency at each store, and enable store directors to spend less time solving problems and more time serving their customers.

Implementation Facts:

- Four-month deployment, including customization
- 1,600 distinct service requests based on 400 unique business rules to resolving them
- Supports 8,500 system users and 40,000 different technology assets
- Automated, “one-button” routing of service requests to the appropriate internal or external support personnel

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