BRIGHT PAT·TERN
+
officeworks

Big Box Retailer Reshapes CX Throughout Their Stores Using Bright Pattern Omni-Enterprise CX™

Background

Officeworks is the largest office supply chain in Australia with a total of 167 stores across Australia. Due to the unique border situation in Australia, larger global retailers, such as Amazon, have a difficult time fulfilling "next-day shipping" promises which makes Officeworks a prime leader in the retail industry. Recognized as a Big Box Retailer, Officeworks is a market leader in office, stationery, and technology supplies for students, office workers, and families. There are 35,000 unique SKU's in-stores and 60,000 unique SKU's online which creates a complex business model to facilitate the sales of products based on the demands of their customers. Officeworks is not only a retail giant, but is recognized as a booking service, a service tech provider, a print production company, and the biggest B2B supplier in the whole of Australia. In Australia, similar to European markets, there is a high labor rate. In terms of sales and revenue, Officeworks makes $3 billion in revenue per year with $200 million in profit, while spending $200 million on labor making the business extremely efficient.

At the heart of the company is Daniel Tollenaere, GM of Operations, whose sole focus is to make the entire customer experience easy, efficient, and simple. With 8,000 dynamic and knowledgeable team members, Officeworks single-handedly provides products and services for the whole of Australia and has been doing so successfully for over 25 years.

> The simpler we could make it for our team, the better service they gave to the customer, the more times our customers trust us and keep coming back.

Daniel Tollenaere | GM of Store Operations | Officeworks

Challenges

> We wanted a mobile solution in the hands of our team, not a fixed line.
>
> Daniel Tollenaere | GM of Store Operations | Officeworks

Officeworks faced a variety of issues before Bright Pattern contact center software was implemented. Due to the COVID-19 pandemic, Australia faced some of the longest and strictest lockdowns in the world which forced the company to close their in-office retail stores, exclusively making customers shop online. There was a growing rise of customer complaints during this time period. Customers cited poor communication, regularly unanswered calls, and overall negative quality experiences. Officeworks received around 60,000 to 120,000 calls per week to their stores, however, only 40% of those calls were ever answered. Over 3,000 contacts to the call center were not getting answered and around 70,000 contacts to the store were not getting answered. It was clear, Officeworks was using a slow and outdated system which was a detriment to their sales, customer satisfaction, and NPS. These problems became more apparent as the pandemic reached its climax as their original system began failing.

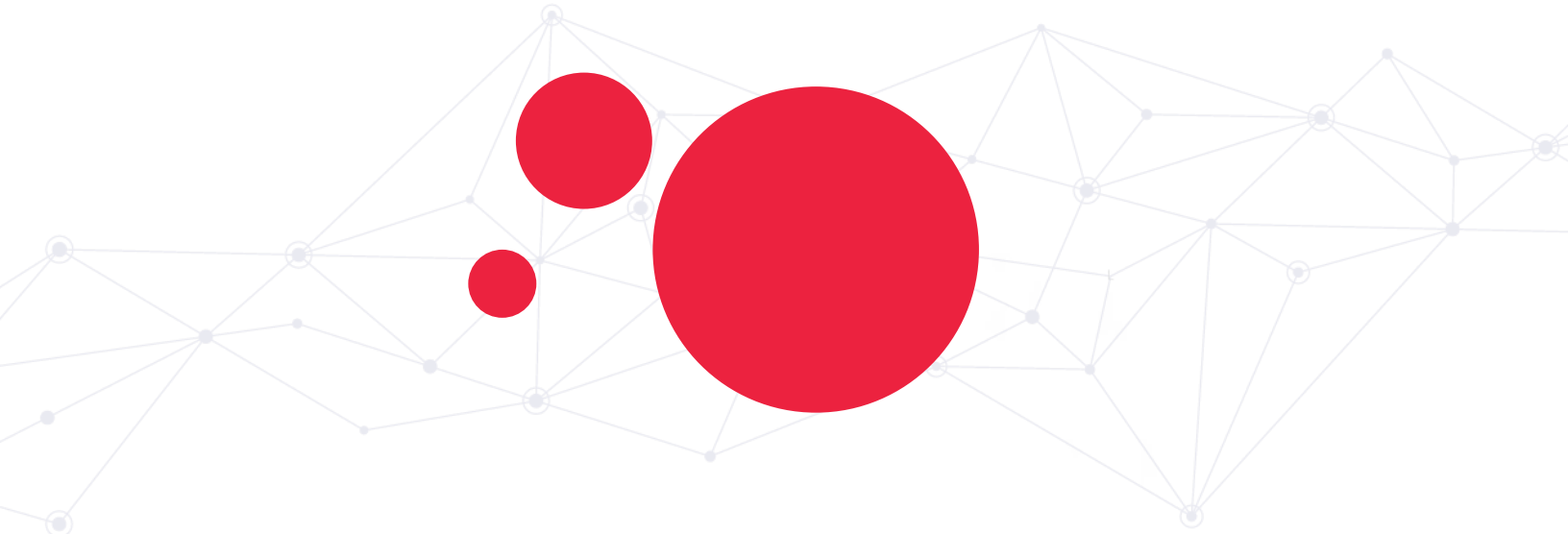
With poor answer rates, detractors began to negatively express their opinions and feedback about Officeworks which affected the NPS score, or the CSAT for stores. Simultaneously, the system Officeworks was using had no longer provided any type of training for agents or employees. At the time, Officeworks had zero metrics on in-store employee productivity and reasons for calls to stores. There was a lack of balance between their current platforms while their standard telephony systems were struggling heavily to keep up with the sheer volume of calls Officeworks was receiving on a daily basis. Plus, there was zero real-time ability to make live changes to their IVR. With an unanswered call rate of 60%, Officeworks realized they needed to make a major change to improve sales, revenue, and customer satisfaction.

Major Issues & Problems

- Unanswered Call Rate of 60%
- Stores Received 60k to 120k/Calls Per Week, Call Center Received 8k
- Poor CSAT & NPS
- Zero Ability to Make Live Changes to IVR
- No Visibility or Metrics on Store Employee Productivity
- No Understanding of Why People Were Calling Stores

Finding A Solution With Bright Pattern

Officeworks had many major candidates to choose from to fix their failing system. Bright Pattern came forward with its unique mobile solution that no other company could deliver. Bright Pattern was selected and fully stepped up for the challenge as it was clear Bright Pattern had, "a solution that could be adjusted to their [Officeworks] store network." Bright Pattern utilized their world-class Omni-Enterprise CX™ solution to completely revolutionize and replace the out-of-date system used by Officeworks. It was a key component that every single team member in an Officeworks store has a mobile device so team members can interact with a customer without ever having to log-off. On the older system, it was often the same team member taking countless calls. Now, with Bright Pattern, the minute an Officeworks team member takes a call, they are pushed to the back of a calling queue; thus spreading the load across 20 - 30 unique team members. If a team member was identified as rejecting a call, they could be assessed for their performance. Implementing a software system that produced higher levels of security for Officeworks customers was also crucial. Bright Pattern allows a customer to be reconnected to the last store team member that they spoke to ensuring customers do not have to repeat information. This has generated great satisfaction from Officeworks customers.



Why Bright Pattern?

- Omni-Enterprise CX™
- Implement A Handheld Solution For Team Members
- Spread The Load Through Available Colleagues
- Fully Enable Call Tagging & Recording For Problem Solving
- Maximize Security For Customers
- Unique Mobile System For Both iOS and Android Devices

> The collaboration between both parties is really beneficial to us, and from our point of view, our partnership with Bright Pattern has been a really great investment.

David Hills | Operation Project Manager | Officeworks

Enterprise-Wide Results

A glaring issue that was facing Officeworks was an extremely high-volume of contacts (5.5 million per year) sent to the store and call center which were not being properly answered. With the shift using Bright Pattern software, Officeworks experienced a significant change in the way they dealt with incoming calls. In fact, 91% of calls were answered in only 60 seconds within the first month of the trial, which was a transformative shift compared to their older telephony system. The Bright Pattern solution was implemented into 167 Officeworks stores. Within those 167 stores, Officeworks went from answering 40% of calls, to 91% of calls; a dramatic improvement. Now, Officeworks could measure the engagement of their customers through this channel. The NPS leaped from 55 to 65 in just a month. Originally, Officeworks was receiving 60,000 to 120,000 calls per week, however, after Bright Pattern, the number of calls dropped down to only 80,000 due to solving the original reasons why customers were contacting Officeworks (a $2 million savings in labor and 4x the investment in the Bright Pattern platform). As more calls were properly being answered and problems were being solved, the amount of detractors quickly went away.

RESULTS AT A GLANCE

- **91%** of 6 Million Annual Calls Answered Within 60 Seconds (vs. 40% Previously)
- Knowledgeable CX Problem Squad Initiated
- **100% Visibility** on In-Store Productivity vs. Zero Before
- Store Staff Happy To Use Bright Pattern Mobile Solution

10 NPS Lifted By 10

90% Reduction in NPS Detractors

270% Store Answer Rate Improved 270% in 2 Months

> Over the next 12 months, we believe the benefits will be in excess of $2 million savings in labor, but more importantly, our customers will get an easy and engaged customer experience.

Daniel Tollenaere | GM of Store Operations | Officeworks

Call Center Results

In terms of their own individual agents, there was no full-fledged training system that solely focused on growth, development, and problem-solving skills while operating a fully-functioning omnichannel call center. Once Bright Pattern was deployed, within 4 hours, there were training programs implemented to learn and operate the software for all call center agents. These agents focused on learning the skills to improve conversational skills, create long-lasting personalized relationships with customers, and optimize overall productivity. The training significantly improved closure rate and boosted the CSAT Score.

RESULTS AT A GLANCE

- Case Closure Rates Significantly Improved
- Call Tagging For Solving Problems
- Dynamic Training Programs
- Full-Scale Interaction w/ Other Systems
- Improved Team Member Morale & Satisfaction
- Security For Customers

Bright Pattern As A Partner

Officeworks noted that Bright Pattern was a stellar partner who always provided their product "on time" and were always concentrated on implementing the solution they desired. Not only did Officeworks receive a stellar product, implementation was fluid and seamless as the team ability to learn the system was quick and easy. In fact, Officeworks spent 70% less than budgeted on the training program due to the software's ease of use. It was important for both Officeworks and Bright Pattern to identify what product was needed in order to transform the older failing system. Bright Pattern consistently delivered on their promises and dramatically exceeded all expectations.

> We are an every channel retailer and we don't care where you shop…we simply want you to be able to complete your intended shopping mission as easily as possible.
>
> Travis Brown | CX Officer | Officeworks

The Future of Bright Pattern & Officeworks

The successful partnership between Bright Pattern and Officeworks is a true symbol of growth, adaptability, and improvement. But, the retail industry is constantly changing, with many variables and factors that will cause a business to change business strategies and tactics. A plan to charge into the future is necessary. In fact, Travis Brown, a CX Officer at Officeworks, noted, "Our first point would be to continue to learn from the access to the new data and metrics and look for ways to solve these issues for customers in a more self-serve capability." Since customers are using various channels to reach out to brands, Officeworks needs to, "embrace that and use the technology to help solve this dynamic." Lastly, he states, "Use the access to data to continue to evolve our customer experience."

> We are an every-channel retailer and we don't care where you shop…we simply want you to be able to complete your intended shopping mission as easily as possible.
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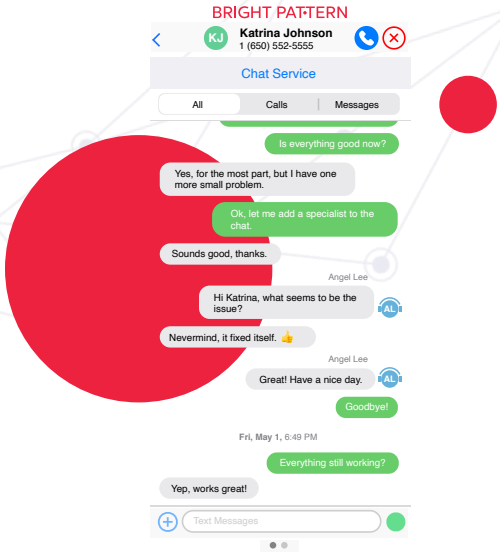
> Daniel Tollenaere | GM of Store Operations | Officeworks



In Closing

Australia's largest office supply chain, Officeworks, went from zero visibility on store issues to experiencing full visibility, optimizing call answered rates, boosting NPS, silencing detractors, spreading workrate to qualified available team members, and reducing calls by 1 million in a single year due to the implementation of Bright Pattern mobile omnichannel contact center software. Officeworks experienced a truly transformational success story and Bright Pattern is proud to have provided the new mobile technology to enable the rapid change that Officeworks needs on its path of continuous improvement for its customers.

High Performer SPRING 2023

Fastest Implementation SPRING 2023

Users Love Us

#1 Rated
Contact Center Software

Including top ratings for Contact Center, IVR, Sales Dialer, and Customer Engagement