Eberhardt optimises its customer service with an omnichannel contact centre solution

Eberhardt
MARQUE DE CONFIANCE

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Enterprise

The Eberhardt company has been in the Alsace region of France for more than 100 years, specialising in the distribution of household appliances for the general public and professional equipment for the Cafés-Hotels-Restaurants (CHR) and communities. Based on its commitment to "Made in Europe" and its Alsatian roots, Eberhardt, with more than 200 employees, is today the French expert in top-of-the-line equipment for both individuals and professionals.

Growth demands change

Eberhardt's customer relations department consists of 40 employees who work closely with customers and prospects through a number of conversation channels. Because these channels were not automatically linked it was often difficult to locate previous conversations or histories of conversations with the same customer. Information was collected using hand-written notes or entries into Outlook. The Customer Relations team needed to optimise and rationalise their operations and management to create a cohesive customer profile and interactions.

Improving the customer experience

Eberhardt required centralised information in an omnichannel contact centre. They wanted to personalise customer relations, create a sense of proximity and engage in authentic customer relationships. A single platform to support the customer relations team would make it easier to track communications across the various conversation channels and increase productivity by automating repetitive tasks.

Eberhardt had been using SaaS solutions for several years and wanted to continue with this model. They were looking for an updated SaaS solution that would meet their needs and align with their "best of breed" digital transformation strategy.

Eberhardt selected the Alcatel-Lucent Enterprise Connect solution for their Customer Relations team. ALE Connect allowed them to put their customer at the centre of the conversation. The always on connection lets customers decide when they will interact with Eberhardt, and with which tools, creating a unified and improved customer experience.

EBERHARDT KEY FIGURES

- More than 100 years of history
- 200+ employees in various locations across France and North Africa
- 40 Customer Relations team members
- 330,000 appliances and 90,000 spare parts shipped/year
- Approximately €180 million in sales by 2021 for all activities combined (€160 million in 2020)
- Turnover between €175 and 180 million

Visit https://www.eberhardt.fr/ for more information.

" Customer relationship transformation is a complex subject. You need to map all your customer contact points to determine the right conversation channels and you need to understand your customer requirements. "

DAVID SCHILLO, CUSTOMER RELATIONS DIRECTOR, COMMUNICATION AND DIGITAL TRANSFORMATION DIVISION

Reaping the rewards

Following the deployment of the solution, the improvements realised by Eberhardt were almost immediate due to the short ramp-up training time for the customer service agents.

"The start-up was relatively quick thanks to the support of our partner Quonex and our internal IT departments."

MIREILLE LUTZ, CUSTOMER RELATIONS AND SERVICES MANAGER – EBERHARDT

"The implementation of the ALE Connect solution went perfectly because when we presented the tool to the users, they immediately saw the productivity gains they would make."

SEBASTIEN FEGER, TELEPHONY MANAGER – EBERHARDT

Eberhardt's employees are now able to manage email and voice on the same platform as well as access a single history of customer exchanges. Additionally, their manager can see the workload at-a-glance and the priority due to the colour labels.

The customer profile pop-up during a call is particularly helpful for customer service agents, providing immediate information about the customer with whom they are interacting.

"It is a real benefit for the customer welcome and service teams. Additionally, customers feel important and recognised."

MIREILLE LUTZ, CUSTOMER RELATIONS AND SERVICES MANAGER - EBERHARDT

This solution makes it possible to adapt resources, to save time and improve customer responsivity.

"We immediately saw time savings thanks to this foundation work, which allows us to manage emails and voice on the same software while having access to the history of all exchanges with our customers. As well, we can see at-a-glance, employees workloads making it possible to react quickly and re-align resources."

MIREILLE LUTZ, CUSTOMER RELATIONS AND SERVICES MANAGER - EBERHARDT

The future

Eberhardt are planning to connect ALE Connect to its Dynamics CRM, enabling a single customer base that provide a history of customer communication exchanges. They also plan to use the other channels available through ALE Connect such as Facebook Messenger and chat.

ALE CONNECT FEATURES

- Supports email, chat, Facebook Messenger, Twitter and phone
- Web-based desktop application for agents and supervisors
- Built-in knowledge base and intelligent search to improve call resolution
- Graphical dashboard for digital media channels activity
- Real-time monitoring and reporting
- Integrates with business applications (CRM, ERP)
- Integrates with Alcatel-Lucent OmniPCX® Enterprise and Alcatel-Lucent OmniTouch® Contact Center Standard Edition
- Cloud services certified ISO27001
- General Data Protection Regulation (GDPR) compliant
- High availability, security and redundancy of customer data storage

Partnering for success

Quonex Alsatel has been a long-standing ALE Business Partner and Eberhardt Systems Integrator. Their knowledge of Eberhardt's existing infrastructure, enabled a smooth and simplified integration of the ALE solution into the company environment.

![Quonex Alsatel logo — SCOP - Les Hommes. Les technologies. Dans cet ordre. Au service d'une région.](#)

Visit https://www.quonex.fr/ for more information

"ALE was proposed to us by Quonex, our partner for many years, who has always been able to offer us solutions adapted to our needs."

VINCENT RAUSCH, DIRECTOR OF INFORMATION SYSTEMS AND ORGANISATION – EBERHARDT

Quonex Alsatel worked together with the ALE experts on ALE Connect. The teams' knowledge of the customer needs and uses allowed them to capitalise on existing solutions to optimise the customer experience.

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