

Delivering secure, innovative and reliable collaborative experiences

British supermarket chain

The client is one of the largest supermarket chains in the UK, known for offering a wide range of groceries, clothing, and general merchandise at competitive prices. In February 2021 it was agreed that a new retailer would acquire the client from their US headquartered Parent, a move that opened an exciting new chapter in the client's long heritage of delivering great value for UK shoppers.

However, this also raised some extensive challenges for the client. They needed to move away from their existing systems and implement new infrastructure across the board, with a strict deadline set before financial penalties would occur. As part of this, they approached Cisco and Natilik to help them to migrate away from their old CUCM/CCX solution to something cloud based.

The solution

The Natilik team started the client's journey with several discovery workshops and business requirement capture sessions. After understanding their desired goals and outcomes, Natilik proposed a Webex Calling solution, integrating with Microsoft Teams, as well as Webex Contact Centre.

Alongside this, the new solution requires porting each of their 1,095 existing number ranges from KCOM over to Gamma, increasing their number of SIP channels, consolidating their costs and providing them with the capacity to scale rapidly during busier seasons.

his new cloud hosted telephony and contact centre solution are also supported by Natilik's global 24/7 Tech Support team across all the client's branches, alongside Service Delivery and Client Success services to ensure they are constantly recognising value above and beyond just using the technology.

700
stores

30
depots

14k
end points

The outcome



Significant reduction in system downtime

The client now has access to one integrated solution across all of their 700 UK stores and 30 depots, supported by one global partner who understands their requirements and manages all vendor relationships to minimise downtime.



Worldclass improvement in CSAT scores

Post-implementation of the cloud solution, customer satisfaction scores captured by surveys improved significantly, reflecting the enhanced service quality.



Response times

As with any supermarket chain, seasonal demand plays a big part in the demand on their infrastructure. By moving to a cloud-based telephony and contact centre solution, the client's team are now able to scale with ease to meet customer demand. This has enabled an improvement in response times for both internal communications and customer inquiries, leading to quicker decision-making and service delivery.

If these challenges sound familiar, the Natilik team is here to help. Get in touch with us today.