

INDUSTRY:
Retail

IKEA Germany uses Excelsis and Voxeo VoiceObjects to improve customer satisfaction and reduce service costs

IKEA Germany launched its new self-service phone portal, powered by Excelsis and **Voxeo VoiceObjects**, to increase customer satisfaction and reduce hold times

Highlights

- ✓ Innovative self-service options such as in-stock availability, store locator, SMS notification services
- ✓ Improved customer satisfaction
- ✓ Available 24*7
- ✓ Flexible and future-proof platform
- ✓ Reduced hold times

Background

Swedish furniture retailer IKEA launched a new self-service phone portal designed, developed, and integrated by Excelsis utilizing the Voxeo VoiceObjects phone application server and development tools.

The new phone portal provides IKEA customers with innovative self-service options, including information about the in-stock availability of more than 10,000 articles, a store locator, information on delivery costs and payment details, and SMS notifications.

IKEA's primary goal in deploying a new phone portal was to assure a high level of customer satisfaction by automating common yet simple customer requests. The portal also enables more complex or unique customer requests to be quickly transferred to IKEA service agents after basic account information is collected. This information is passed automatically to the customer service agent.

Why Voxeo VoiceObjects?

Excelsis, selected by IKEA to oversee the project, used the Voxeo VoiceObjects platform to build the new voice portal. Voxeo VoiceObjects offered IKEA and Excelsis a high degree of design flexibility and the ability to quickly implement an intuitive and intelligent, speech-driven voice user interface for IKEA callers. The resulting solution can be quickly modified or enhanced by IKEA or Excelsis to address seasonal questions, product promotions, or other special events. IKEA also benefits from the extensive computer telephony integration (CTI) and VoiceXML platform options available from Excelsis and Voxeo.

Customer Profile: IKEA Germany



Americas

Voxeo Corporation

189 S. Orange Ave. #2050
Orlando, FL 32801
USA
Phone: +1 407 418 1800
Fax: +1 407 264 8530

Europe, the Middle East, Africa

Voxeo Europe Limited

Berkeley Square House, 2nd floor
Berkeley Square
London W1J 6BD
Phone: +44 (0) 20 7887 6085
Fax: +44 (0) 20 7887 6001

Voxeo Germany GmbH

Friedrich-Ebert-Strasse
51429 Bergisch Gladbach
Germany
Phone: +49 2204 845 100
Fax: +49 2204 845 101

Asia

Voxeo Asia

ShangDi ZGC Software Park,
Beijing, China, 100094
Phone: +86-10-8282-5011
Fax: +86-10-8282-5011 x 808

sales@voxeo.com

www.voxeo.com

Voxeo unlocks communications. We loathe the locks that make voice, SMS, instant messaging, Twitter, web chat, and mobile web unified communication and self-service applications difficult to create, manage, analyze, optimize and afford. Every day we work to unlock the neglected value of these communications solutions with open standards, disruptive innovation and a passion for problem solving-- fueled by a company-wide obsession with customer success. We do so for more than 100,000 developers, 45,000 companies, and half of the Fortune 100 from our headquarters in Orlando, Beijing, Cologne, and London. Visit us or join our conversations on the web at www.voxeo.com, blogs.voxeo.com, or twitter.com/voxeo.

IKEA was looking for answers on how to improve services, increase customer satisfaction, expand its customer base and increase revenue – at the lowest total cost of ownership possible. The new voice portal gives IKEA exactly the right answers, closing the gap between delivering a superior customer experience and doing so efficiently.

By automating basic calls, IKEA was able to both significantly reduce customer hold time and improve satisfaction. Additionally, the new voice portal provides a flexible and future-proof platform, allowing IKEA to quickly respond to ever-changing market needs while maintaining high call quality.

Overall Project Leader and independent consultant Dr. Ingo Bors adds: “The combination of high-level talent provided by Excelsis and VoiceObjects’ outstanding technology were critical factors in successfully implementing a project of this magnitude.”

“This innovative solution is a perfect match for IKEA’s philosophy of making everyday life better for people. The new voice portal focuses on the customer’s needs, with our customers having access to information on how to shape their personal space— seven days a week, 24 hours a day.”

Hans Schauer
Manager Service Center
IKEA