MONAT

Case Study - SpiceX Direct Sales Hub: Revitalizing the Customer Experience

A complete solution for your business!

At a glance

Since 2014, Monat has been revitalizing the confidence in women around the world through innovative skin and hair care. Monat takes special pride in the natural compounds that their products are based on and they strive to help people everywhere feel beautiful and live healthy, fulfilling lives. Operating as an international business with consultants all over the world, Monat needed a robust support system that allows them to handle interactions, manage information, and provide solutions.

PROJECT GOALS

Monat wanted to honor their commitment to prioritize the happiness and fulfillment of their customers by transforming their customer support system. Working closely with the team at SpiceX they implemented a revamped customer service tool that was able to be deployed within months. Using SpiceX, Monat was able to oversee the implementation of a specialized platform for their call centers that would allow their agents to access multiple different platforms from one Unified User Interface (UUI) and document interactions effectively and efficiently.

The SpiceX Solution

Monat was able to leverage many key components of SpiceX for their digital transformation:

CRM

Unified User Interface

Analytics and Reporting

Workflow Engine

SPICEX CORE FEATURES

Monat Global utilized several of SpiceX's core components for their implementation, including CRM, Workflow Engine, Automation, Analytics, and Unified User Interface (UUI). These features work together to provide a Direct Sales Hub that streamlines the customer experience.

SPICEX
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DATA ORCHESTRATION & UNIFIED USER INTERFACE (UUI) ⌄

Monat agents can utilize different systems and applications in order to support various customer inquiries. The type of request would dictate which information they needed to support the customer. Data would be manually assessed by the agent and corroborated between systems to resolve requests. The SpiceX UUI provides a front-end for everything that happens in the background of the platform. SpiceX data orchestration makes it possible to connect to and orchestrate various external data sources, but the UUI ensures that users are getting the right data at the right time. It also makes the job of the agent significantly quicker by allowing them to access data from multiple different systems in one place. This was a key area to focus on reducing average handle time (AHT). Leveraging disparate data in the SpiceX Unified User Interface would not only increases data integrity, accuracy, and security; but also make the job of an agent more efficient. By orchestrating the data between those systems the agent is able to focus on providing the best customer experience.

CRM & CASE MANAGEMENT ⌄

With SpiceX, Monat is able to track customers and interactions with more flexibility and transparency between internal groups. Information is specialized for each group, however interactions from one department may require input from other group. The case management component of SpiceX was configured to allow cases to be automatically created for multiple departments to contribute to resolving those requests. However, each group would only see the information pertaining to their individual function. This allows different functional groups to work together, in a controlled environment, to best serve the customer. Custom reports were created to track specific components of their Customer Service to allow them to monitor and continue making improvements.

BUSINESS BENEFITS ⌄

Following the implementation of SpiceX, Monat has seen the number of requests handled in a day increased. The SpiceX platform made call resolution and effectively helping customers easier and more intuitive. The custom reports Spice created help monitor and manage case activity as well as ensure requests are resolved in a timely manner. In addition, the implementation of the Spice platform has increased transparency and communication across the company. The connection between various departments allows them to provide the best and most efficient customer experience. The SpiceX solution has also made training and onboarding new employees easier because due to the workflow and data orchestration capabilities. Overall, Monat's implementation of SpiceX has increased the efficiency of their call center and improved their ability to provide exceptional service to their valued customers.

ABOUT SpiceX ⌄

SpiceX: is the leading platform for creating a digital ecosystem that connects disparate systems, people, and processes, and orchestrates interactions to greatly enhance the user experience and better leverage existing infrastructure. Combining a powerful integration platform, robust business rules and workflow engine, intelligent automation, and a unified interface with dashboard and analytics, SpiceX allows organizations unparalleled capabilities to innovate and transform their business operations without expensive, time consuming rip and replace initiatives.