

# Retail Industry

Give customers a valuable experience

According to Gartner, if customers receive value during a service interaction, there is an 86% chance that they'll increase their spending. It's a simple concept, but it's complicated to create consistency everywhere your customers interact with your company. Our software can help you improve agent efficiency and provide value every time.

## Meeting Seasonal Demand

**Challenge:** Contact volumes increase drastically during peak seasons. It's time-consuming and hard for the workforce management team to forecast demand accurately and ensure coverage.

**Solution:** With Alvaria's workforce optimization (WFO) solutions, the workforce management team can use agent trends and specific business rules to more accurately forecast demand.

## Collecting Store Credit Card Payments

**Challenge:** Customers are carrying past due store credit card debt month after month and retail organizations need to recoup past due balances.

**Solution:** With Alvaria's outbound solutions, contact center agents can reach out to customers in a compliant and efficient way.

"We are opting in about 80 customers a day to our SMS program through our IVR – our completion rate as defined as those entering the IVR to complete a task is over 60%."

– Terry Blankenship, AVP of The General

## Improving Agent Performance

**Challenge:** Managers in the contact center don't have a high-level overview of their team's important metrics. It's more difficult to find issues and coaching is reactive.

**Solution:** Performance management capabilities make it easy for managers to see overall adherence and allow them to schedule coaching or meetings for agents in advance.



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