

Overnight Improvement in Customer Experience

A Premier CX customer since 2009, the Morrisons contact centre has gone through a lot of internal changes over the last 7 years. One thing that has stayed constant throughout, is their unwavering commitment to improving their customer's experience in-store, online, and over the phone. The nationwide supermarket brand has more than 500 stores across the UK, welcoming 11 million customers per week. This places a high-demand on customer service and support that falls squarely within the remit of their UK based customer contact centre.

Morrisons originally engaged with Premier CX to supply and deploy professionally recorded telephony IVR messages to their contact centre. Prior to this, callers were subjected to beeps, silence, or in-house messages that were causing frustration and ultimately poor calling experiences. The impact that Premier CX had on caller behaviour was immediately clear, as Nicole Constantinou, Head of Customer Experience at Morrisons comments, "In our contact centre, from where we were to where we are now is like night and day...". "Almost overnight, the contact centre evidenced a reduction in call abandonment of [20%], and a reduction in call waiting time of [over a third]." Morrisons also found that customers were generally more positive upon agent answer, mainly attributed to the clarity, quality, and creativity of the new on-brand telephone music and messaging.

Based on the success that Premier CX had with their initial tranches of professionally recorded IVR telephony messages, Morrisons sought further consultancy from the award-winning Premier creative team. In 2016, the FTSE 100 organisation undertook an entire brand creative workshop with Premier CX. This brand creative workshop included an annual 'Health Check' audit on their current telephony system, and the creation of a bespoke 'Audio Style Guide' for Morrisons. Holistically reviewing the areas of music, messaging, and the use of language throughout, Premier CX helped Morrisons with a full telephony creative refresh, including IVR, In-Queue Experiences, and On-Hold. Nicole concluded, "We're absolutely over the moon! It's been a real pleasure working with Premier CX and I can't thank their team enough for the work they have done."