



Hamleys boosts agent morale and sees 50% reduction in costs with Freshdesk

INDUSTRY: Retail

USAGE: Customer Support

LOCATION: United Kingdom





THE COMPANY

Hamleys of London Limited is the finest toy shop brand in the world. With a rich legacy of over 250 years, Hamleys is known for its toys, entertainment, and service. The company is owned by C. Banner, a large Chinese fashion wear conglomerate. The flagship store of Hamleys is set in Regent Street, London and has over seven floors, with more than 50,000 toys on sale. It is considered one of the city's prominent tourist attractions, receiving around five million visitors each year. The chain has ten other outlets in the United Kingdom and also has more than 60 franchises worldwide.

Head of Customer Services at Hamleys, Vaughan Potter, took the decision to move away from their existing customer support tool, BoldChat, to a more versatile solution that would be fit for purpose as the level of customer service expectation increased, and the customer service operation scaled up.

CHALLENGES

- ✓ Inadequate reporting capabilities
- ✓ Lack of performance visibility
- ✓ Expensive - paying for many unused feature
- ✓ Inability to automate manual processes
- ✓ Scaling service desk operations

FAVOURITE FEATURES

- ✓ Automation
- ✓ Reporting
- ✓ Gamification
- ✓ UI

THE PROBLEM

Hamleys realized they needed a better-fitting customer support tool, as the customer service department faced a number of challenges with BoldChat:

- Inadequate reporting capabilities - resulting in a lack of performance visibility
- Expensive total package cost - paying for many unused feature sets
- Inability to automate manual processes
- Limitations in the tool to help scale service desk operations

With these challenges in the existing tool, Hamleys evaluated a number of customer support solutions which also included Desk by Salesforce.

THE SOLUTION

Vaughan and his team oversaw the new tool selection process. In order to bring customer support operations under a single umbrella, Hamleys needed a solution which was adaptable and easy to use. Therefore a cloud based delivery model was decided as a way forward to solve existing challenges and meet the company's changing needs.

The level of after sales care that customers of Hamleys expect, coupled with the ever-growing competition of the retail industry, meant having an easy-to-use solution was imperative. This ensures support teams could get up and running quickly, and service levels are also maintained and exceeded. In addition to these factors, Vaughan also had wanted the new support tool to meet the following criteria:

SaaS-based solution: That Freshdesk is a cloud-based customer support solution by Freshworks, a Google-backed software company

Ease of use and intuitive UI: Which was seen to be “cleaner and less clunky” than competitor offerings

Automation capabilities: Automating manual reporting tasks frees up time for the team to focus on other deliverables

50%

Reduction in cost

< 48 hours

Implementation time

Reporting capabilities: Freshdesk gives the team access to vital real-time data like SLA adherence and overdue tickets via the dashboard, something the previous tool did not offer

Scope for future: Hamleys are confident of their ability to add more channels and more advanced automation workflows within Freshdesk as their support operation grows

Increased return on investment (ROI): Hamleys were able to make a cost-saving of 50% by switching to Freshdesk

“We began looking for a new tool in autumn and were keen to get one in place and optimised ahead of the Christmas peak period. Freshdesk ensured that the implementation process was as smooth as possible, and the team were up and running within 48 hours.”

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Vaughan Potter,
Head of Customer Service,
Hamleys

One of the biggest benefits of moving to Freshdesk has been the reduction in costs. “The reduced license fee and overall package cost has worked in our favour, but the biggest benefit has been the increase in agent productivity which has enabled our team to provide exceptional customer support”, admits Vaughan.

THE BENEFITS

After the quick implementation of Freshdesk, Hamleys could effectively optimize the customer support operations.

“Freshdesk was a flexible, user friendly solution, and had enormous scope for the future.”

Since going live with Freshdesk, workflows are much more streamlined and efficient. By reducing manual efforts for agents, SLA adherence has improved. With admins spending less time on manual reporting tasks, this has freed up time for management to think strategically about their customer service, which is starting to impact positively on customer satisfaction levels.

Speaking specifically about agent performance, Vaughan states, “agents are now able to measure themselves and see how well they are doing, that gives them a boost.” Even the gamification of the helpdesk has helped boost overall employee morale. “With gamification, our agents are able to see each other’s scores. This has created a healthy competition among the team and their feedback about this has been very positive”, says Vaughan.

“Now that we have statistics and can see agent performance scores, that encourages our teams to provide even better customer service. My agents are happier now.”

In terms of quantifiable benefits, Hamleys were able to see a 50% reduction in cost as a result of switching to Freshdesk.

GOALS WITH FRESHDESK MOVING FORWARD

According to Vaughan, the top priorities for Hamleys are to make the most of the automation and self-service capabilities within Freshdesk, as well as exploring integrated phone functionality, as they look to bring their customer support operation under a single application.

ABOUT FRESHDESK

Freshdesk, the flagship product from Freshworks Inc., is a cloud-based customer support software. It focusses on cross-functional team collaboration to deliver exceptional customer support. Freshdesk streamlines customer conversations from across multiple channels including email, phone, chat, and social media. It caters to support teams of all sizes, with a focus on flexibility and scalability. The product has a powerful suite of features including ticketing automations, a comprehensive self-service solution, and insightful reporting. Launched in 2010, Freshdesk is used today by over 100,000 companies including Honda, Pearson, UNICEF, Cisco, Azimo and the University of Pennsylvania.

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