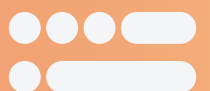


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Partnership and success with Clarks

An in depth look on how we helped Clarks deal with challenges whilst growing their brand, customer base and customer experience.



Our story



Ventrica partnered with Clarks, a renowned brand known for quality and service, to transition their customer service to a fully digital solution deployed globally, enabling them to deliver exceptional customer experiences.

Commenced: 2023

Industry: Retail

Service: Customer service

Channels: voice, email, chat, WhatsApp, social media

Technology: Zendesk, Twillo

Location: UK, South Africa

Language: English, French, Spanish

The challenge

Clarks faced a crisis as their CX partner neared administration, risking their tech platform, part of the service team, and the crucial back – to – school peak. They needed a new partner to swiftly migrate, stabilise, and enhance customer service – within budget and without service disruption. A tough challenge.



Our approach

Ventrica quickly transferred 26 UK staff and offshore operations, with most benefiting from the real living wage and EVP package. In six weeks, they delivered a custom omnichannel platform with:

- CX consultation to optimise the customer journey.
- A tailored Zendesk - Twilio platform.
- Advanced customer insights for decision-making.
- OMS and payment gateway integrations for automation and self-service.

Lets see how it worked out.

Results

- 50% cost savings for the EU solution through efficiencies in people, processes, and technology.
- Actionable insights with value tied to effort.
- 100% visibility of the customer journey across all countries and channels.
- Unified MI, reducing client effort in managing multiple partners.
- Consistent CX across all territories.



Client feedback

"We were hugely impressed not only with the enhanced service Ventrica could offer our clients, but the speed with which they were able to implement our new customer service offering. Clarks are hugely proud of our rich history of outstanding customer service, and we are sure that the support eco-system that Ventrica offers will be of huge benefits to our customers and our business going forward."

Charlotte Gray,
Global Consumer Experience Director, Clarks.



Clarks

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