



## SEB France Group optimizes its customer service and implements Akio throughout all brands of the group

### In short :

**SEB France GROUP**

**Small domestic appliances  
and cookware**

**Date of the project : 2007  
Implementation : 2008**

**Objectives :  
To modernize customer  
relationship and integrate  
incoming email management  
to the CRM IT**

**16 operators  
+ 3 000 incoming emails /  
month**

**Benefits :  
Processing time  
Divided by 2  
Response time  
Down from 24h to 4h**

### The customer

**SEB France Group (GSF)** is the French sales subsidiary of the SEB group, worldwide leader of domestic electrical appliances.

As part of a large modernization project of the company customer relationship, the group has decided to implement an **incoming email management** solution integrated with its CRM platform.

### The issue / the stakes

The GSF company part of the SEB group decided in 2007 to implement an e-CRM platform adapted to its needs, in order not only to improve its quality of service but also to unchoke its contact sender from the many queries sent by email (over 3 000 messages per month, growing regularly).

This strategic project was particularly aimed at industrializing the processing of redundant messages.

As a matter of fact, GSF part of the SEB group wanted to implement a system to manage « response templates » in order to enable agents in the contact center to focus on specific and added value queries.

Moreover, as part of improving productivity, GSF wanted to be able to process email queries more quickly, while maintaining a stable

headcount of 16 operators who also have to reply to queries coming from other media, such as the phone but also the fax and mail.

## The implementation of Akio™ Mail Center

A reorganization of the existing processing system (management under Outlook) was set in order to facilitate the tracking, sorting out and processing of queries.

In this environment, rather than using an internal development, SEB has chosen to rely on the Akio platform for its openness, its flexibility and its capacity to easily integrate with its information system.

This project is part of the quality management approach undertaken by the Group, particularly regarding adherence to Iso indicators applying to processing times of queries.

Another major aspect of the project consisted of interconnecting Akio solution with Coheris CRM platform, « Coheris CRM ». With this intention, teams from both companies have worked together in order to interface both solutions. GSF company part of the SEB group has been benefiting from a collaborative customer relationship management platform since. Therefore, all the information coming from Akio application is integrated with Coheris CRM from now on, enabling an overall visibility on the activity. Accessing detailed statistics is also something valued by SEB teams, especially when it comes to track information.

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Jasmine GASPARD,  
Customer Service Manager, GSF

## The benefits

Thanks to Akio platform, SEB has been able to develop forms on all the French websites of the group's brands. Four types of forms have been developed : information requests, complaints, acknowledgments, others, enabling the contact center to process queries more quickly (**4 to 8 hours since the solution has been implemented opposed to 24 hours in average before**). The contact center has noticed that the processing time for each email has gone down **from 6 to 3 minutes**. These excellent results can also be explained by the implementation of an automated response processing mode, which represents 25% of all incoming email queries.

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AKIO, french CRM software provider, proposes a complete and multi-channel Web contacts management solution. Akio e-Contact Center manages emails, fax, chat, web call-back and self-service.

Leader in its market, Akio counts more than 150 clients in France and in Europe, in any sector (Banking, Insurance, Health cover, Commerce, Telecom, Public Sector, Services, Industry, etc.) , among others : Agrica, ANPE, Caisse des dépôts, Cetelem, Crédit Agricole, Crédit Mutuel, Damart, Darty, Debitel, DHL, Service Public, EDF, France Télécom, France Télévisions, GDF, GMF, JM Bruneau, Mairie de Paris, Novalis, Octopus Travel, Oseo, Prévadiès, Quelle, Ratp, Skyrock, Selftrade, Sofinco, ViaMichelin, Voyages-SNCF, ...



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