



Superior service and experiences

Talbots uses collaboration to bring customer care channels under one umbrella to provide an easy-to-use consumer experience across any channel.

“By connecting more effectively with customers, we can build loyalty and enduring relationships.”

- Wes Powell, Vice President, Customer Service, Talbots

Consumers are reached by retailers through many channels. Each channel must provide consistent service and quality, from any place at any time.

Challenges

- Enhance customer experience with easy-to-use and consistent care across channels
- Improve visibility across multiple support channels
- Maximize workforce skills

Leading women’s retailer Talbots has a long history of multichannel sales, launching its direct mail business only a year after opening its first store. Today, Talbots has nearly 500 stores across the United States and Canada, with catalogs and a website extending to audiences worldwide.

“We have many different ways that customers can engage with associates: live web chat, email, call centers, social media, or in stores,” says Wes Powell, vice president of Customer Service at Talbots. “Each channel offers unique challenges, where previously customer connections were more disparate, today, every channel touch point is just one more way to consistently experience our brand.”

Talbots wanted to provide customers with consistently meaningful interactions, even as the customer shifts the conversation to different channels. The company needed a central way to share customer information and manage support across all channels, including in-house and outsourced call centers.

Case Study | Talbots

Size: 8,700 Employees

Location: Boston, Massachusetts

Industry: Retail





Improving visibility across sales channels to ensure a consistent, superior customer experience.

Solutions

- Standardized communications using Cameo CloudBlu, powered by Cisco® Hosted Collaboration Solution (HCS) for Contact Center

Cisco Powered Service

With the Cisco Hosted Collaboration Solution and Cameo CloudBlu, Talbots manages all support channels under one roof. A Cisco Powered service, CloudBlu ensures enterprise-class security and compliance to provide customers with the best quality available. Real-time dynamic reporting provides Talbots with insight into scheduling and routing to connect customers with agents faster and more accurately.



Consistent customer experience

A customer chats online with an agent about an item, and later calls to order it. With all agents accessing central customer information, the call center agent picks up where the web chat agent left off for a consistent experience.

Managing skill sets

Talbots manages both in-house agents and its outsourced call center, ContactUS, through a single dashboard. The company can efficiently adjust schedules based on agents' skill sets and maximize web chat availability.

Dynamic routing

“By using real-time activity to automate call routing between call centers, the workforce management team can focus more on strategy,” says Powell. “The increased efficiencies helped us handle 30 percent more calls during an annual sales event, resulting in positive growth in year-over-year sales.”





Results

- 30 percent increase in call handling during sales event
- Delivered consistent experiences through cross-channel customer data achieving industry best satisfaction scores
- Increased efficiency by analyzing agent performance

Easy-to-use connection

“By seamlessly connecting our agents together through Cisco technologies, we can train agents and improve efficiencies to ultimately give customers a better experience, no matter how they interact with us,” says Powell.

To view all Cisco customer stories, visit: <http://www.cisco.com/go/customerstories>.

Products & Services

<p>Communications</p> <ul style="list-style-type: none"> • Cameo CloudBlu, powered by Cisco Hosted Collaboration Solution for Contact Center 	<ul style="list-style-type: none"> • Cisco Catalyst 2960-X Series Switches • Cisco ASR Routers • Cisco Integrated Services Routers
<p>Data Center</p> <ul style="list-style-type: none"> • Cisco UCS C-Series Rack Server 	<p>Wireless/Mobility</p> <ul style="list-style-type: none"> • Cisco Flex Wireless Controller
<p>Routing and Switching</p> <ul style="list-style-type: none"> • Cisco Catalyst 4000 Series Switches 	<p>Security</p> <ul style="list-style-type: none"> • Cisco ASA Adaptive Security Appliance



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