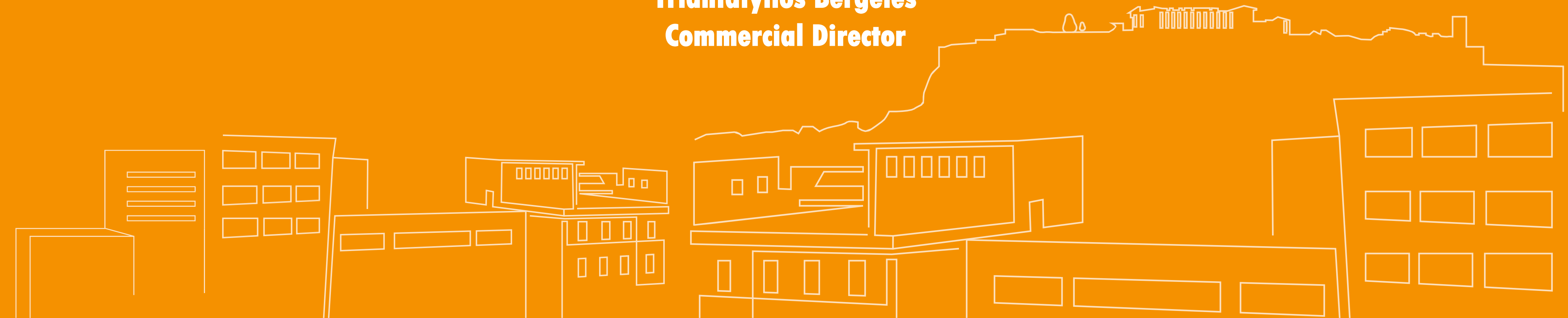


# Omnichannel Customer Service Experience in a Matrix Environment

Up

HELLAS

**Triantafyllos Bergeles**  
**Commercial Director**



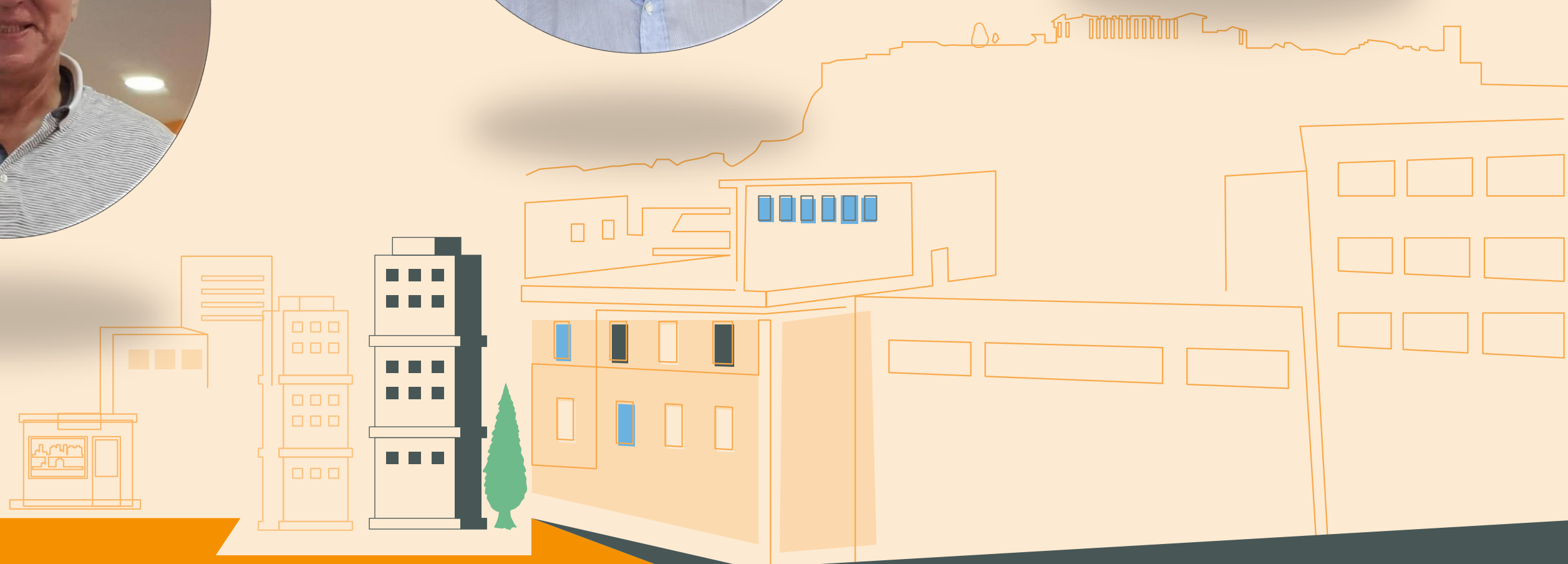
## Difficulties faced entering the market in 2016

- **Entering a Monopoly with one Service**
- **No Brand Name in Greece**
- **Limited Network**



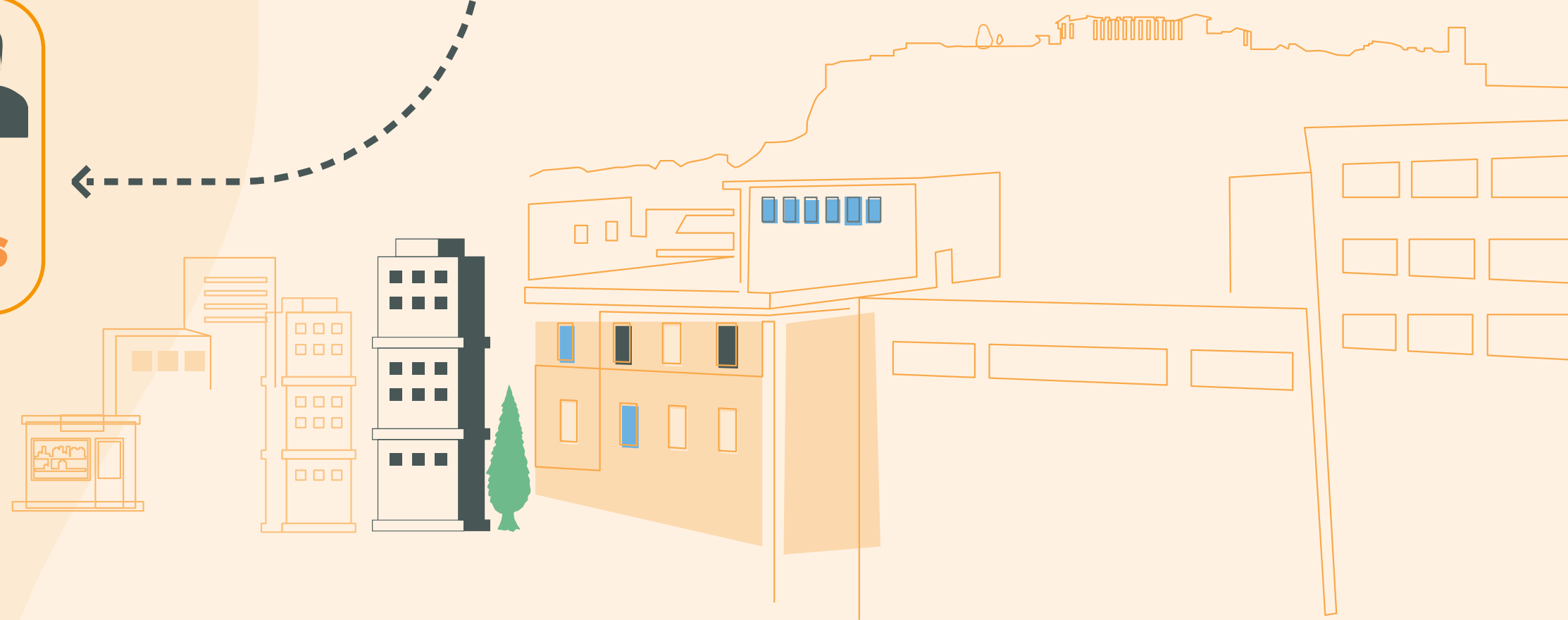
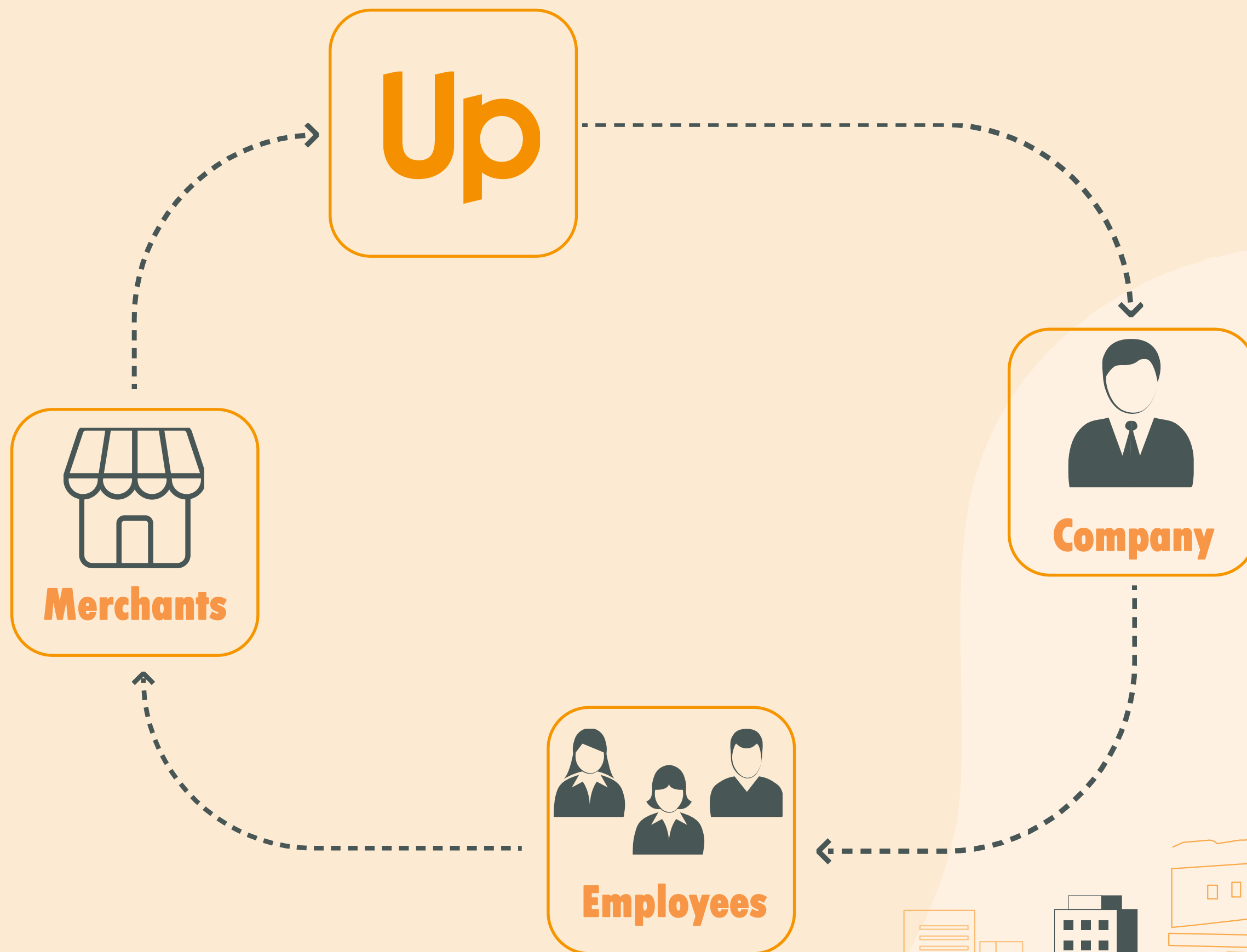


# The Initial Team





# Our Stakeholders





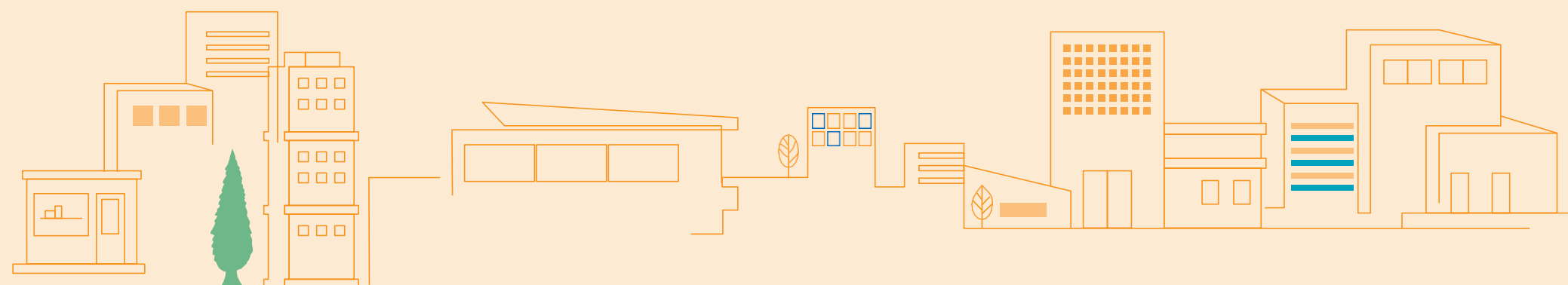
## How we Kicked-Off

### Invested in People

- **Careful selection**
- **Constant training**
- **Included & involved them**

### Our key belief

- **Happy and engaged employees, will thrive in Customer Experience**





# Initial Customer Approach

## Good old style

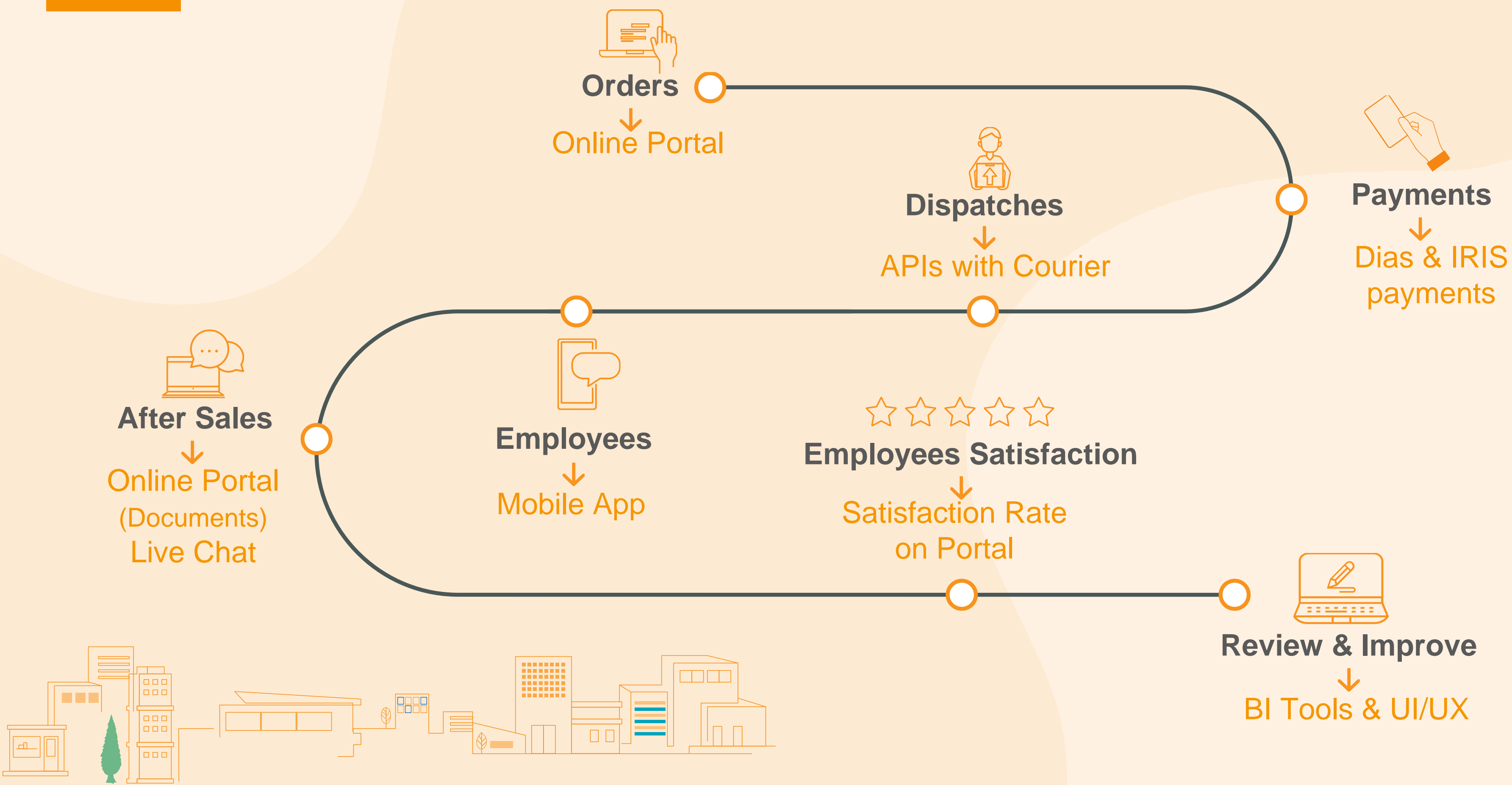
- **Listen & respect the needs**
- **Reply fast & be precise**
- **Personalized approach**
- **Solve issues on time**
- **Keep them informed and updated**
- **One Account Manager for everything**

**Good, BUT... too much manual work**





# Invested in Technology





## Some Numbers as we grew

<b>2018</b> →	<b>430</b> clients	<b>2.100</b> orders	<b>6.000</b> users	<b>1 FTE</b>	 Up Portal
<b>2019</b> →	<b>950</b> clients	<b>5.700</b> orders	<b>18.000</b> users	<b>2 FTEs</b>	
<b>2020</b> →	<b>1.300</b> clients	<b>9.800</b> orders	<b>25.000</b> users	<b>3 FTEs</b>	
<b>2021</b> →	<b>1.940</b> clients	<b>18.400</b> orders	<b>55.000</b> users	<b>3 FTEs</b>	
<b>2022</b> →	<b>3.100</b> clients	<b>29.700</b> orders	<b>140.000</b> users	<b>3 FTEs</b>	
<b>2023</b> →	<b>4.500</b> clients	<b>40.100</b> orders	<b>270.000</b> users	<b>3 FTEs</b>	

**+25.000**  
merchants





# Omnichannel Approach to Stakeholders



Phone



E-mail



Social  
Media



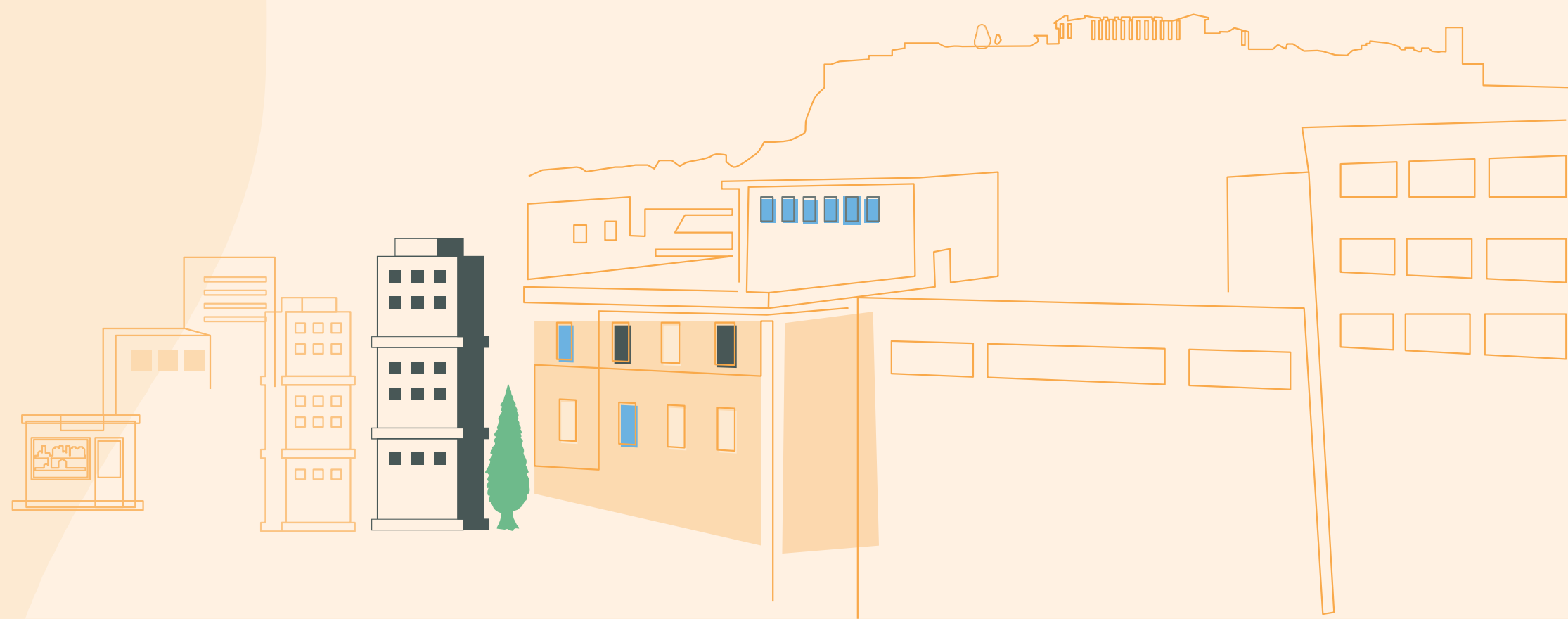
Up Portal



Live Chat



Chatbot





## Invest in Autonomy

### Make Clients Autonomous

- **96% Clients use the Up Portal**
- **95% of Actions performed by Client**
- **100% Access to his Data**
  - *Reports, Invoices, Charging reports, Ledgers, Tracking Orders, etc.*
- **100% Access to Employee Satisfaction**

### Success

- **5 / 5 ☆ Satisfaction on Live Chat / Teams Call**
- **5 mins average Resolve issue**



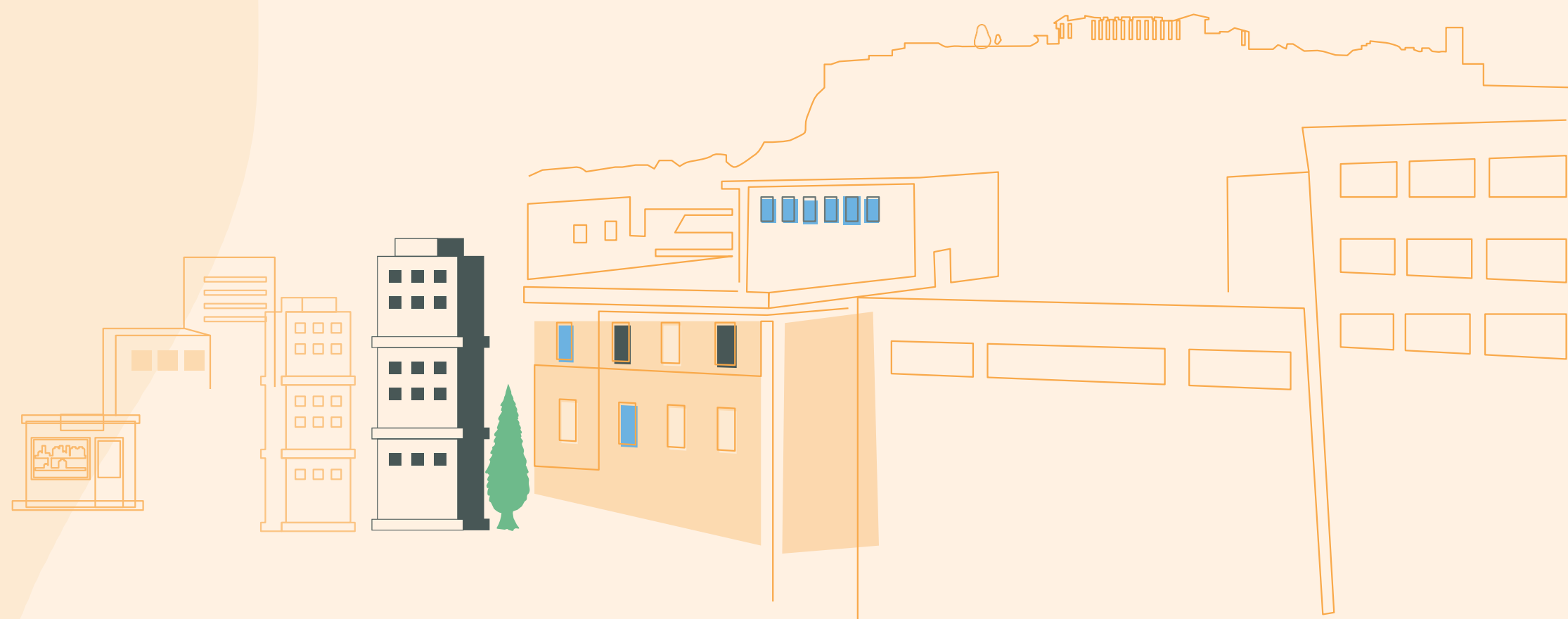
# Invest in Autonomy

## Make Employees Autonomous

- **Easy and simple App**
- **Free to perform**
- **Q&As in App**

## Success

- **4,88 / 5 ☆ Rating**
- **1h & 10mis Resolve issues**





## **Our success is based**

- **Invest in your people & make them happy**
- **Invest in technology & follow the trends**
- **Invest in stakeholders' Autonomy**

**...and guess, who came to our recent  
Christmas Party?**





Thank  
You!

