

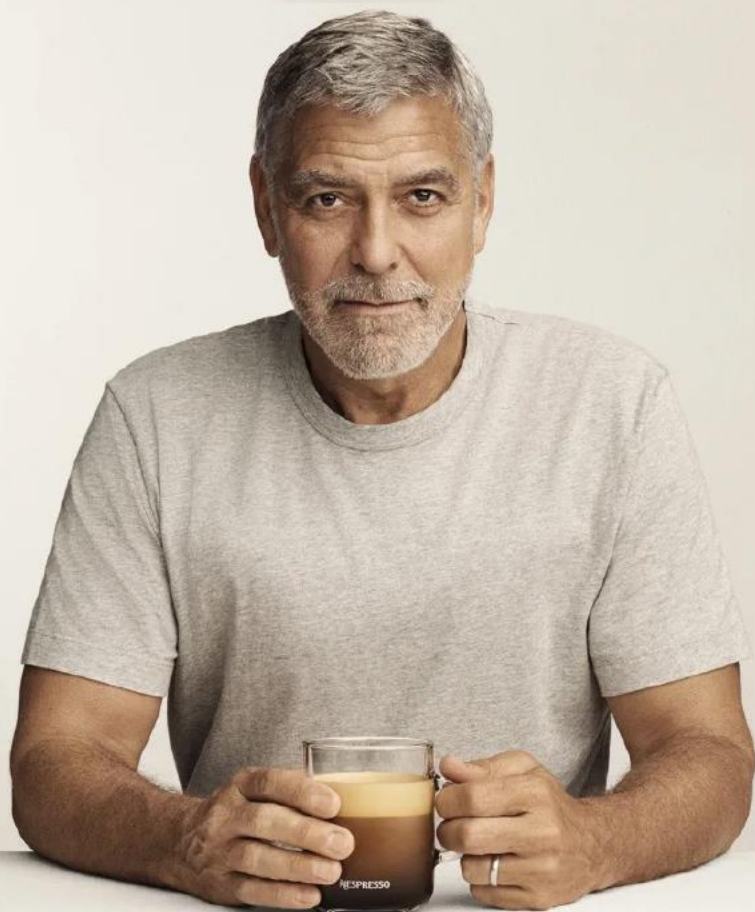


How to build and evolve a successful Outsourcing Partnership

Shifting from E2E to H2H approach



10^ο ΣΥΝΕΔΡΙΟ ΚΑΛΩΝ ΠΡΑΚΤΙΚΩΝ ΣΤΗΝ ΕΞΥΠΗΡΕΤΗΣΗ ΠΕΛΑΤΩΝ



NESPRESSO

WE BELIEVE
COFFEE
IS AN ART

COMMON
CULTURE

We Constantly strive
to deliver extraordinary
experiences

We see what we do as a force of
Good / to Communities,
environment, people.

We push boundaries with
innovation, pioneering spirit,
accountability & passion

CEV

WE BELIEVE
CUSTOMER
SERVICE
IS AN ART

SELF-CHALLENGE OUR WAYS OF WORKING

COLLABORATION WITH A NEW OUTSOURCER



Nespresso' need: A new partner with the ability to support our Vision for

- Strategic Developments
- Driving Digitalization
- Frontliners engagement
- Empathy & Customer Focus



The Tender

Top Global CX Outsourcing companies participated at the tender



CEV Solution

- **CAN DO & #ASTOPANOMOU** philosophy
- **Passion for Continuous Improvement**
- **CX as Key Decision Driver**



The achievement

- Common **Philosophy – Culture - Vision**
- Customer **Obsession**
- Commitment to **Continuous Improvement**
- **Disruptive Innovation**

THE CHALLENGES



**NEED FOR
SPEEDY
ONBOARDING
DURING
RETAIL PEAK
SEASON**



**KEEP QUALITY
& QUANTITY
STANDARDS IN
HIGH LEVELS**



**ADAPT TO
GLOBAL
STRUCTURE &
GUIDELINES**



**ATTRITION
RATE AT BPO
INDUSTRY**

THE ACTIONS



**SOFT LAUNCH
(1 MONTH
BEFORE)**



**PROJECT
STAFFING WITH
SENIOR
EXPERIENCE
REPRESENTATI
VES (60%)**



**CX AS THE
KEY
INDICATOR
FOR PROJECT
SUCCESSFUL
PERFORMANC
E**



**EXTENSIVE
TRAINING &
AMBASSADOR
SPECIALISTS**

01 PEOPLE

CRC MANAGER

CRC OPS MANAGER

OUTSOURCER COORDINATOR

OMNI CV COORDINATOR

WFM & BI SPECIALIST



**HYBRID AGILE
GOVERNANCE TEAM**
HUMAN TO HUMAN EXPERIENCE

COSMOTEC
e-value

NESPRESSO

ACCOUNT MANAGER

OPS MANAGEMENT TEAM

PEOPLE LEADERS & TEAM

TRAINING & QUALITY

WFM – BI - IT

EMPLOYEE FOCUSED CULTURE

FRONT LINE ENGAGEMENT IS A TOP PRIORITY FOR A GREAT CUSTOMER EXPERIENCE

01

REWARDS



CX Recognition scheme for every member

Welcome machine & products for newcomers

Voice of the Employee embedded in Nespresso Management Team

02

CULTURE



360° working with Partners to maintain common culture & engagement

Best Practices sharing & adoption

i-Learn platform

03

CUSTOMER & PARTNER DAY EVENTS



Engage / Meet and Share Insights with the Team

Discuss **New Services**

Celebrate our **Partnership**

02 KNOWLEDGE



Knowledge Management Tool "Athena"

Via our knowledge management Tool, we helped our team to understand **the Importance of CX** and how the day 2-day job is linked to the customer journeys

Training and skills enhancement

- ✓ E-learnings
- ✓ Digital Classrooms
- ✓ Gamifications (Boost App)
- ✓ Tasting

Get in my Shoes

- ✓ Visit our **Warehouse**
- ✓ Working from **Boutique**
- ✓ Visit our **Machine Repair Center**
- ✓ Delivery to our members their orders with **Courier**

Workshops

Embedded **CX Design thinking** in the Team

Feedback

Top members from our Team present pain points to **Management Team**

03 ACCOUNTABILITY

We invested in Accountability

We empowered the team with #asto_pano_pou culture

Decisions from the team according to Nespresso's guidelines

Activation of Bonus Scheme

Strengthen Collaboration

Enable and promote self development and innovation



04 TECHNOLOGY

INNOVATION THROUGH A H2H APPROACH

A circular image showing a woman with her hair in a ponytail sitting up in bed, holding a cup of coffee. The scene is dimly lit, suggesting a morning or evening setting.

✓ VIP LINE
✓ AUTO-
RECOGNITION

A circular image of a modern coffee table with a vase of greenery, a cup of coffee, and some pastries. The lighting is soft and warm.

✓ CLICK TO CALL
✓ EMPLOYEE
SUPPORT LINE

A circular image of a Nespresso coffee machine on a table, surrounded by several cups of coffee and coffee pods.

✓ VIDEO ASSISTANCE
✓ EMAIL
AUTOMATION

05 CUSTOMERS

TRENDSETTER IN THE GLOBAL NESPRESSO COMMUNITY

THE IDEA: 360° POST INTERACTION SURVEYS CSAT ≥ 90% & CONVERSION RATE ≥ 20%

01



POST CALL SURVEY

FCR ≥ 94%

Channel CSAT ≥ 90%

Individual CSAT ≥ 91%

COMPLAINTS AS OPPORTUNITIES

0,8 Complaints per 100 Contacts

03



02



Outbound Care Calls

96% Success Rate
(revert sentiment from Detractors to Ambassadors)

CUSTOMER EXPERIENCE

POST SHOP SURVEY

NPS ≥ 70%

Channel CSAT ≥ 97%

Individual CSAT ≥ 94%

04



WHAT WE HAVE ACHIEVED SO FAR

92% Phone SLA

Vs 2022: 87%
Target: 80%

92% E-mail SLA

Vs 2022: 90,3%
Target: 90%

91% Chat SLA

Vs 2022: 83%
Target: 80%

97% SoMe SLA

Vs 2022: 93%
Target: 80%

94% Quality Score

vs 2022: 88%
Target: 90%

1.5% Abandonment Rate

Vs 2022: 4,6%
Target: 5%

WHO WE ARE NOW

THE TRENDSETTERS WITHIN THE NESPRESSO COMMUNITY

COMMON VISION

Deliver **outstanding** and **effortless** customer service journeys to convert our members into **Ambassadors**

COMMON MISSION

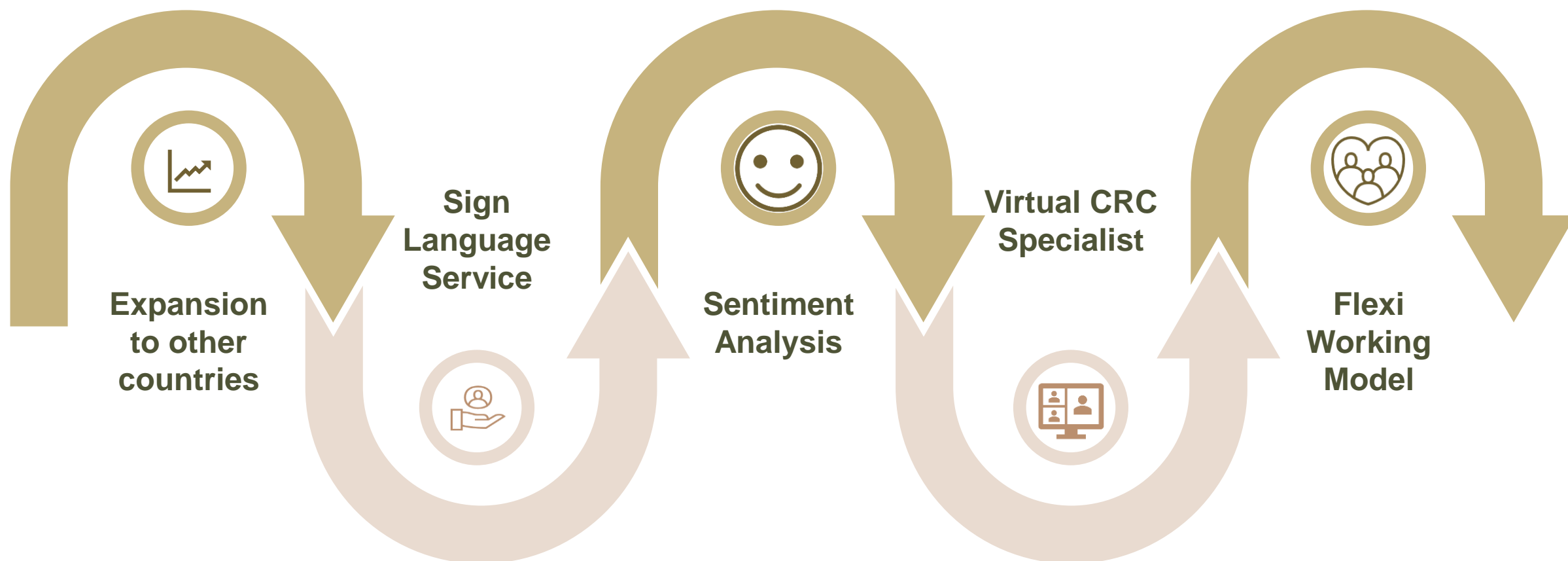
Personify the brand with our unique **know-how** and **passion** while **echoing** the **voice of our customers** at the heart of the **omni-organization**



WHAT'S NEXT

EXPERIENCE THE FUTURE

PERSONALIZATION & INNOVATION HAND IN HAND WITH OUR CARE APPROACH



WE ARE PROUD BECAUSE...

COSMOTÉ
e-value

NESPRESSO

- We embarked on a **transformational journey** to drive **Business Development** and elevate the **Customer & People Experience**
- We are inspired by our **Vision** to offer **Best-in-Class Experience** to our Customers for converting them to **Ambassadors**
- We have a **WOW** impact on **business results** and **operational effectiveness**, proven by hard figures
- We raised both **Employees' & Customers' experience**
- We keep investing in our most valuable asset, **our People**



THANK YOU

ΓΕΩΡΓΙΑ ΧΡΟΝΗ, CUSTOMER RELATIONSHIP MANAGER GREECE, CYPRUS, ADRIATIC & BULGARIA

ΔΗΜΗΤΡΑ ΚΟΤΡΩΤΣΙΟΥ, LARGE ENTERPRISES DEVELOPMENT SENIOR ACCOUNT MANAGER

QUESTIONS