



Building a resilient retail contact center with 7-Eleven

THE STORY OF





7-Eleven is a name synonymous with convenience retail. Whether it's a late-night craving, energy drinks to see through an all-nighter, or emergency supplies, shoppers can rely on 7-Eleven to be there for them, when they want.

Founded in 1927, 7-Eleven continues to define and lead the convenience retail category.

It's present in over 71,000 locations worldwide serving shoppers round the clock.



The brick-and-mortar retail industry was particularly affected by the pandemic. Several large brands had to shut their doors and it became quickly evident that in order to survive, brands had to embrace digital transformation. The previously gradual move to digital channels accelerated overnight.

Predicting this shift, 7-Eleven made a few conscious decisions that helped the brand evolve from purely brick-and-mortar to a hybrid physical-digital model early on.

- 1** Managing volumes by scaling the support team
- 2** Automating support through the CLiQQ app
- 3** Embracing customer service as a profit center



1 Managing volumes by scaling the support team



In 2020 alone, 7-Eleven saw a 44% jump in Facebook interactions, and this trend has continued in 2021 where 60% of overall queries are coming in through social media. Today's consumers are more public about holding brands accountable for any issues they face and so they turn to social media more often than email. They are reassured by the fact that if a brand fails to resolve an issue on a public platform, the brand will be hurt.

With consumers turning to alternative channels for support, 7-Eleven had to build out its support staff and hire extensively across regions.

With the help of cloud solutions, virtual meetings and screen-sharing applications the company was able to easily onboard new agents through the pandemic.

Agent onboarding made easy with Freshdesk

In the new normal, virtual onboarding and training became standard and organizations with solutions that allowed for easy online collaboration, simple automation, and AI capabilities had an edge over their competitors.



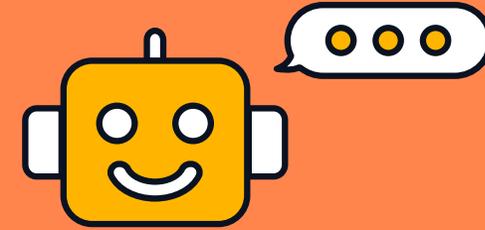
Easy collaboration across teams:

Support agents often need input from other internal teams to resolve an issue. With Freshdesk, agents can loop in teammates and other colleagues for discussions right inside the ticket.



Work made easy with automated ticket assignment:

Tickets can be assigned based on an agent's skill, their workload or be distributed equally amongst your team. Ensure your newer agents are allowed to ramp up at their pace by balancing their workload.



AI-integrated agent assist:

Features like Robo Assist help agents execute lengthy and repetitive day-to-day customer support processes with a single click. **Agent assist bots** can also help train new agents by providing them with quick answers to situational questions.

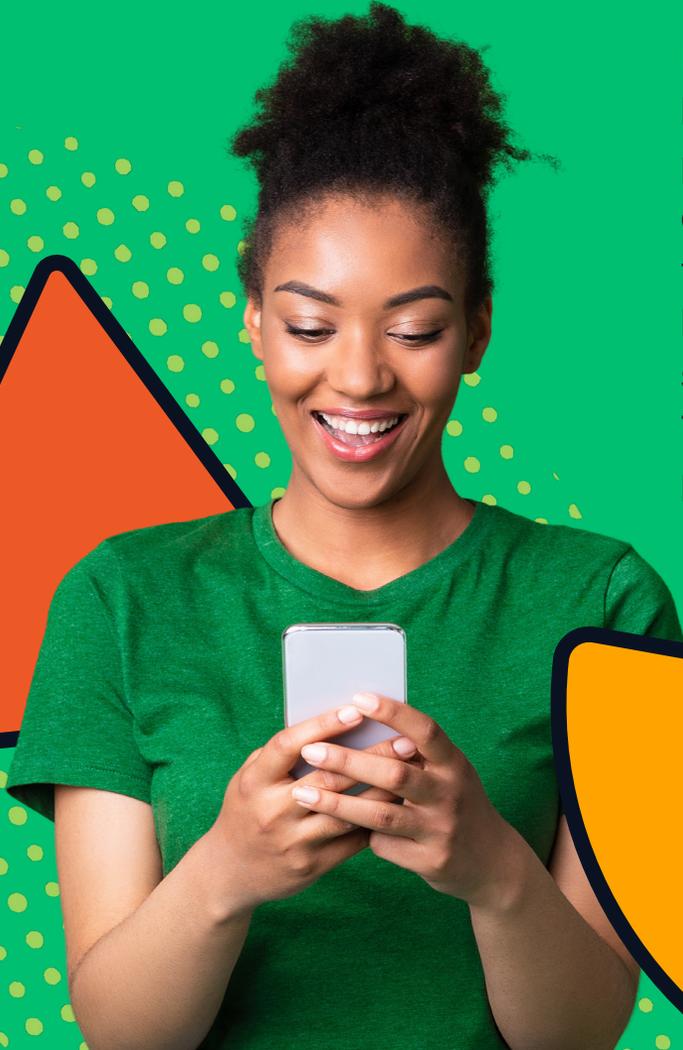
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Automating support through the CLiQQ app

Launched in 2016, 7-Eleven's CLiQQ app became a mainstay through the course of the pandemic. In 2020 alone, 7-Eleven saw the app's downloads jump to 10 million, a clear indication that the app was gaining popularity with the brand's consumers. As brick-and-mortar stores shut down due to lockdown restrictions, 7-Eleven saw an opportunity to maximize the potential and use of the CLiQQ app.

CLiQQ app services broadly fall into two categories: CLiQQ grocery and CLiQQ kiosk. Through CLiQQ grocery, consumers can order goods from the store online and have them delivered straight to their home. Through CLiQQ kiosk, 7-Eleven offers services by partnering with over 400 other businesses allowing its consumers to pay utility bills, top up mobile recharges, and carry out any other services typically available in-store via the app.

For their annual July 11th (7/11) celebrations, the company held a week-long "mega sale" on the app. The customer service team handled over 20,000 enquiries successfully during this time.



Freshdesk helps manage volumes with self-service, automation & chatbots

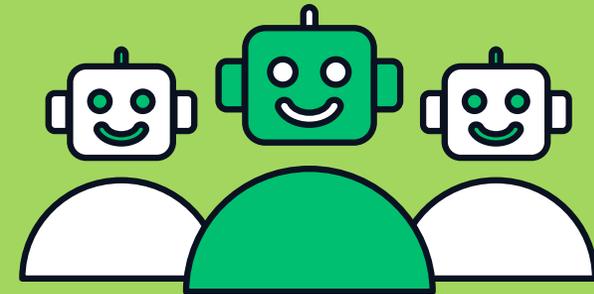
Self-service, automation and chatbots are scalable solutions to handle large volumes of support queries. Customers want instant answers to simple questions without needing to wait to speak to an agent, and agents would prefer to avoid spending a lot of time answering repetitive questions.



Build out a **knowledge base** that brings together the collective experience of the team to ensure everyone is on the same page. Make your resources available across all channels your customers might reach out on - website, mobile app, or even chat.



Set up **scenario automation** to make repetitive tasks much easier. This feature allows agents to perform multiple tasks with a single click. It is useful in case of larger issues such as a software bug, website crash, etc.



Integrate **bots** to enhance your support and help customers find the best answers quickly and efficiently. Chatbots can also be useful in gathering information, verifying account data, and triaging before connecting customers to an agent.

3

Embracing customer service as a profit-center

More and more, organizations find that the lines between sales and customer service are blurring. Consumers are reaching out to service agents before making a purchase, lending strength to the argument that customer journeys are no longer linear. Customer service has become a central factor in business growth. The time has come to stop viewing customer service as a cost-center, and rather as a profit-center.



The 7-Eleven customer service team has enabled the shift from cost-center to profit-center by measuring the interactions they have with customers and then move those customers towards conversion. If a customer reaches out with an enquiry, how is an agent able to translate the interaction into sales? If they answer questions regarding product availability, sizes, and expiration dates effectively, does the customer follow-up with a purchase?

The 7-Eleven team also measures their ability to reduce the number of refunds. For example: if an agent is able to improve the customer experience and convince customers of the value 7-Eleven offers them thereby avoiding a refund. By removing a potential cost to the company, the agent would be protecting the top-line.

“We had close to 20,000 enquiries and comments on our contest during 7/11 week, and our customer service platform received all social media comments and converted them into tickets. We made use of scenario automation in order to quickly address and resolve these large volumes of tickets. Thanks to Freshdesk’s capabilities, we were able to reach our resolution time and bring down the backlog very quickly.”

Allian Marie Sheila (Dela Cruz) Garcia

Business Process Innovations Consultant, 7-Eleven



Join the Freshdesk family

Delight your customers with effortless omnichannel service. Engage in more meaningful conversations every day, across every channel with Freshdesk.

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