

Interflora case study

From limited systems in silos to one unified solution for phone, email and chat

Challenges

- ◇ Lack of data across channels
- ◇ Inefficiency & siloed systems
- ◇ Customer recognition across channels
- ◇ Lack of realtime data & analytics



Industry
e-commerce

Users
20

+10%

ORDERS
PROCESSED

-22%

ABANDONMENT
RATE

-46%

AVERAGE
WAIT TIME

Favorite features

- ◇ Intelligent routing across channels
- ◇ Channel-neutral experience
- ◇ Smart conversation flow builders
- ◇ Live chat and callback

“ Two of the most important things for us is that our customers always receive a personal customer service experience across phone, email and messaging-and that our customer service reps have the best working experience. With Dixa, they all do in all respects.



Iman Safari

Subscription & Customer Service Manager

/About Interflora

Interflora is an international flower delivery network, represented in more than 140 countries, by 40,000 florists. Customers can place online orders on Interflora's website, while each order gets fulfilled by one of Interflora's local partners. As a result, their customer service department is constantly interacting with both partners and customers on a daily basis.

/Challenges

Before Interflora switched to Dixa, they had been using different systems for each support channel (phone and email), which carried high costs and scattered customer data across different systems, making helping customers cumbersome. Additionally, they knew that they'd like to add chat as a channel, but not with their current setup.

These systems also lacked real-time and more granular stats. This made it difficult for Interflora to measure and analyze their customer service efforts in any kind of detail. Finally, Interflora's previous, self-hosted solution required hardware in the form of both on-premise servers and desk phones. IT was often required to assist due to its complex setup and the phones made for a very loud office environment, which affected the support team's ability to assist customers.

/Interflora's requirements

To future-proof their business and offer their customers a better experience, Interflora decided to look for new software. They wanted a flexible, cloud-based solution that could provide them with real-time stats and more context when assisting customers. Interflora also wanted a solution that could consolidate their tech stack with the ability to add new channels and one that required low maintenance from their IT department.

Results

After implementing Dixa, Interflora now processes more orders and does so in a more efficient manner. Not only are customers receiving better and more personal support, but Interflora's employees are also happier. There are numerous ways to use Dixa to achieve better results, but here is a quick recap of how Dixa helped Interflora achieve theirs.

Better insights lead to better fulfillment processes

Dixa enables Interflora to separate their support stats for assisting their customers vs. assisting their partners. This gives them invaluable insights into how their operations and customer support is doing on a minute by minute basis towards their two main customer segments. With insights on the number of times each flower shop contacts them, Dixa makes it easier for Interflora to identify operational issues and streamline fulfillment processes, which leads to more business.

A personalized customer experience

Interflora's support team is now automatically able to see each customer's order and conversation history, regardless of the channel the customer chose to contact the company on. Having more context on the customer at hand allows Interflora's team to solve customer issues faster and with a personal touch, making for much happier customers.

Customers can now get help online

Interflora implemented chat right before Valentine's Day, which is one of the busiest days of the year for them. At a time of year when receiving your order on time is imperative, adding chat gave customers an additional option for getting in touch with Interflora's support when a problem or question presented itself. Chat now continually makes it easier for Interflora's customers to get the help they need fast, resulting in a better online shopping experience.

No upkeep costs & time saved in IT

Since Dixa runs in the cloud there's no maintenance or upkeep required from Interflora. Interflora's IT department is no longer involved in configuring their setup. Tasks such as editing IVR menus, automatic call distribution, adding users and much more is now done by admins in Subscription & Customer Services. This makes it easier to implement quick changes in a more timely manner and requires less effort.

Happier & more efficient employees

Since reps no longer need desk phones with Dixa, the sound of constant ringing phones, something Interflora previously suffered from, finally ceased. A quieter work environment in addition to the fact that reps could finally work from home, has led to higher employee satisfaction, a more motivated team and better overall performance.

Want to know more about Dixa?

We do free walkthroughs and are happy to jump on a call as well.

[Schedule a demo](#)

Dixa is a born global customer service tech company on a mission to solve customer chaos, eliminate bad customer service and build strong bonds between companies and their customers - much like the connection between friends.

Dixa has customers in 20+ countries and has rocketed from new entrant to the #1 ranked SaaS Contact Center platform in just over 1 year.