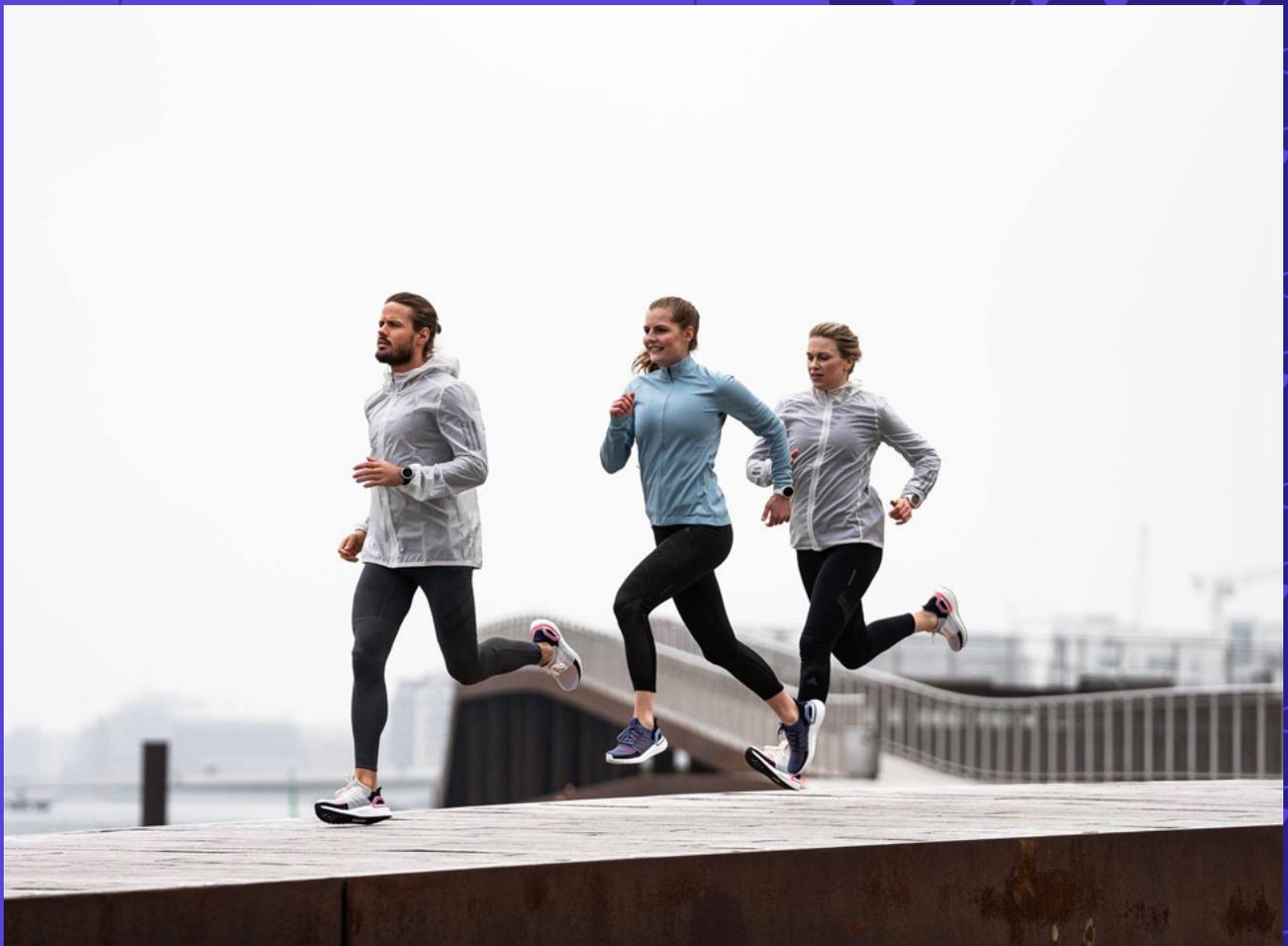




## Sportmaster Case Study

Sportmaster delivers exceptional customer support in record time across all support channels



**-25.5 hours**

First response time (email)

**+25%**

Number of calls answered

**-35%**

Average wait time (calls)

**SPORTMASTER**

**INDUSTRY:**

E-commerce

**TEAM SIZE:**

20 agents

**OVERVIEW:**

Sportmaster is Denmark's largest and most popular sports chain consisting of 100 stores nationwide.

**CHALLENGES:**

- Siloed working experience
- Cherry picking
- Prioritization
- Lack of realtime data & analytics

## About Sportmaster

Sportmaster is Denmark's largest and most popular sports chain consisting of 100 stores nationwide and an online shop, serving over 1.2 million customers in total. Over the past 40 years, Sportmaster has continued to expand its products and streamline its services to be the natural choice for those in need of sporting equipment, clothing and accessories of all kinds.

## Challenges

Sportmaster deeply values their customer experience, both in-store and online, and is constantly looking for ways to improve their processes to benefit their customers. Being able to offer their customers an excellent omnichannel experience is always top of mind across all departments.

For Sportmaster's customer service department, finding a platform that could unify their customer service channels in one interface for a better working and customer experience was something they had wanted to implement for some time, especially given their growing business and high contact volume.



### Siloed working experience

Sportmaster's previous software required different browser windows for each communication channel (phone, email and chat). Since many customers today will reach out to businesses on more than one channel, this created a chaotic working experience for agents because they had to constantly switch between windows to track customers across phone, email, chat and messenger.

It became increasingly difficult for agents to track customer journeys and resulted in processes that required a lot of clicks. Working in this fashion also required agents to only be on one channel at a time, which was not ideal as it required more workforce planning.

**"Dixa has been a game changer for us, eliminating cherry picking and unifying us as a team. By conducting our work in a true omnichannel system, my team is better equipped to solve customer inquiries and more efficient with their time. Rather than spending time jumping from channel to channel, trying to keep up with where the demand is coming from, they can focus on what really matters—helping customers."**

## Cherry picking

Sportmaster's customer service department suffered from a common issue virtually all contact centers face, cherry picking. This happens when agents are allowed to choose which inquiries they wish to resolve. This always results in the most difficult issues being skipped and landing on the same few individuals every time, creating an unequal distribution of work amongst the team. Not only did this keep Sportmaster's customers waiting longer, but it also had a negative effect on the team's efficiency and morale.

## Prioritization

Sportmaster's previous phone setup required agents to switch between two phone lines, one for communicating with their stores and one for customers. Since they receive a high volume of calls from both their customers and their stores, having to switch between lines would sometimes result in one line building up before they could switch back. Essentially, they had no way to prioritize the calls and it occasionally led to long wait times on the phone, which was not the experience they wanted to provide their customers with.

# Results

**Switched from:** Zendesk (email & chat), Other supplier (phone).

## Omnichannel experience

By unifying their communication channels in one platform, Sportmaster is able to provide their customers with a more consistent, omnichannel customer experience. Having all customer conversation history in one place, as well as eliminating the need to jump between different windows when responding to customers makes it possible for agents to track each customer's journey more easily. Working in such a manner also ensures no customer has to repeat themselves or slips through the cracks, regardless of the channel they reach out on.

## Reduced first response time

Because Dixa's intelligent routing automatically delivers conversations straight to the right agents based on criteria set by Sportmaster, agents no longer need to look through their inboxes to choose which conversations they want to respond to (which usually leads to cherry picking).

By eliminating this step, agents save a tremendous amount of time and are able to respond to customers much quicker as a result. In fact, the first month Sportmaster implemented Dixa, their average response time on email was cut down by 25.5 hours (roughly 83%).

## Improved team mentality & performance

With the elimination of cherry picking, Sportmaster's agents are ensured an equal workload every day instead of the tough inquiries always being left to the same individuals. Because work is now distributed more fairly, agent satisfaction among Sportmaster's customer service team improved along with team morale.

With Dixa, Sportmaster's customer service department functions more like a unified team and less like individuals, ultimately elevating the team's overall performance.



## Reduced costs & increased efficiency

Because Sportmaster had previously been using three different systems (one for each channel) that each carried their own cost, switching to Dixa reduced their fixed system costs considerably. In addition to reducing external costs, by working in a system that unifies all communication channels into one interface in a user friendly manner, agents are able to use their time more efficiently, reducing internal costs as well.

Lastly, with Dixa's cross-channel features such as priority and intelligent routing, Sportmaster is finally able to prioritize certain channels (phone) and queues over others. This makes it possible for agents to be present on all channels at once instead of one channel at a time since the most important calls will always be automatically prioritized first. This resulted in a 25% increase in capacity on phone, as well as a 35% shorter wait time, which dramatically reduced the number of abandoned calls.

# Be fast, efficient and effective with Dixia, the one-screen wonder built to power customer service teams from anywhere.

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