



**transversal**  
connecting people to knowledge

## Case study



**Sector:**

Retail

**Implementation:**

Self-service

Ensuring John Lewis' reputation for first-class customer service is **consistent across all channels.**

“People want the ease that the Internet can provide, and when they shop online they expect convenience - the Transversal solution helps us achieve that. By allowing people to search for relevant information easily and quickly it helps ensure the website is as usable as possible.”

**Head of Online Delivery  
and Customer Experience  
John Lewis**



**Headquarters**

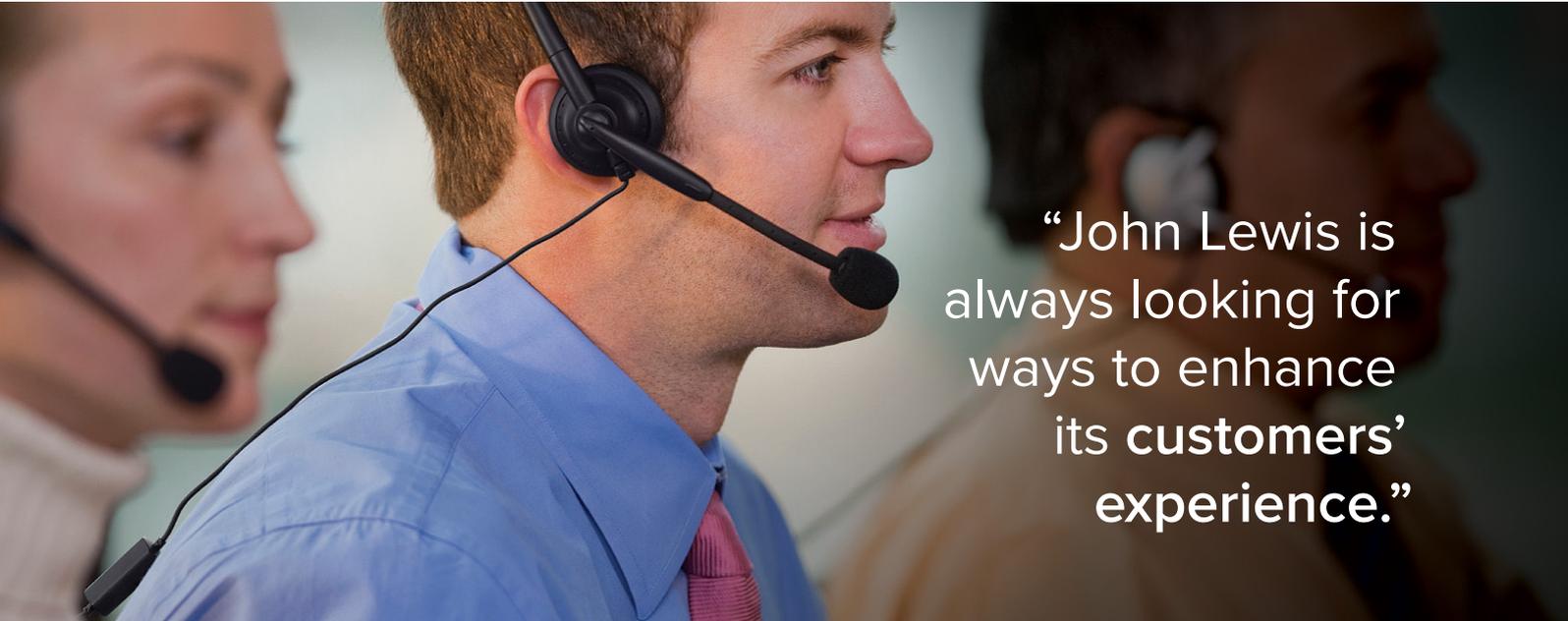
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# The challenge



“John Lewis is always looking for ways to enhance its customers’ experience.”

John Lewis operates one of the busiest web operations of any high street retailer and stocks over 200,000 products. The company is developing exponentially, with a significant proportion of growth year on year through the online website. With this success comes a huge number of customer enquiries (emails and phone calls) a year.

John Lewis is always looking for ways to enhance its customers’ experience and ensure that its reputation for first-class customer service is consistent across all channels.

Research carried out on customer responses, contact centre agents and web analytics indicated three areas for improvement:

- A large proportion of customers prefer to self-serve for basic routine queries than to call or email a contact centre.
- A high percentage of queries could have (and should have) been resolved by information that already existed on the website.
- Customers did not use the existing help facilities effectively. Information was too difficult to find, which resulted in abandonment or escalation.

# The solution

John Lewis wanted to address all three of these areas and began the process of **exploring technology that could support efficient online growth**. It was very important to them to do this without compromising service – at the same time as keeping the cost to serve each customer as low as possible.



“The solution went live on johnlewis.com within **just eight weeks.**”

The self-service option from Transversal was attractive to John Lewis because the **intelligent search, feedback and analytical mechanisms** meant that customers were able to find information more easily. Just as importantly, John Lewis could monitor and

measure the success of this process at every stage. The cloud-based nature of the solution was also attractive as it made everything easy to implement and maintain. This was evidenced by the fact that the solution went live on johnlewis.com within just eight weeks.

# The results

Impressive, rapid and measurable.



Supporting an **annual reduction in the contact ratio of 20%** means that John Lewis is able to expand sales while improving underlying efficiency. Equally as important, if not more so, is that customers are finding self-service useful. After each query, customers are asked ‘was this answer helpful?’. Currently, over 47% of the customers who leave feedback state that they did indeed find the answers helpful. Negative responses are assessed individually and, where appropriate, are used to update content so that accuracy is improved. Updates to the core knowledgebase, which underpins all the answers, can be made in a matter of minutes if needed, delivering an improvement immediately.

The system also helps John Lewis analyse those customer questions to which no suitable answers are found in the knowledgebase. This information is invaluable for **identifying new trends** and provides an insight into how John Lewis can serve its customers better.

“...over 47% of the customers who leave feedback state that **they did indeed find the answers helpful.**”

JOHN  
LEWIS  
& PARTNERS



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