



CASE STUDY

Online fashion retailer sets trends in personalized, flexible customer service with Dynamics 365



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Spanish fashion brand Venca has evolved with changing customer needs, transitioning its mail-order catalog business to thriving e-commerce sales. Venca wanted to continue digitizing its customer relationship management processes and connect its sales data to its marketing efforts. The retailer launched a customer engagement platform that combines Microsoft Dynamics 365 Customer Service with Adobe Campaign, and the analytics capabilities in Power BI. Venca personalized customer engagements, enhanced its analytics and increased its average order value by 20 percent.

“Our new customer engagement platform is essential because more than ever, we need to thoughtfully manage feedback, types of products, customer preferences, and customer histories.”
— Jordi Badia, Chief Information Officer and Chief Digital Officer, Venca

Digital trendsetter

More than 30 years ago, Venca customers began poring over its glossy catalog pages for the latest fashions in clothing and home decor. As the internet grew, Venca transformed itself into an e-commerce powerhouse in Europe, and today, the retailer generates 70 percent of its revenue from online sales to 7 million customers in 14 countries.

To keep pace with changing customer needs in a competitive industry, Venca evolved into a digital-first brand that can deliver fast, personalized service and the right products for every Venca shopper. But leftover manual processes, disconnected systems and paper records still made it hard to track customer histories and engagements, or to effectively manage a large database of legacy contacts.

Venca wanted to improve customer relationship management and connect its e-commerce data to its marketing automation capabilities, but it didn't want a costly, labor-intensive on-premises infrastructure. With operations and employees across multiple countries, the company also needed to ensure that everybody could easily and reliably connect to the resources and information they need – at any time and from any location.

“We wanted to move toward true digitization,” says Jordi Badia, Chief Information Officer and Chief Digital Officer at Venca. “We needed the elasticity and agility of the cloud so that we could flex according to customer demand and business conditions.”

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Cloud agility

To deploy intelligent, cloud-based customer service capabilities, add marketing functionalities and optimize its online sales experience, Venca launched a customer engagement platform that combines Dynamics 365 Customer Service with Adobe Campaign, part of Adobe Experience Cloud. Venca worked with Avanade, a 2019 Microsoft Partner of the Year Award winner, to upgrade Venca's e-commerce capabilities, launch Dynamics 365 with Adobe Campaign and transform its call center operations.

"Avanade staff were an invaluable help in our Dynamics 365 and Adobe Campaign implementations," says Badia. "They problem-solved any issue that arose and found answers to any questions we encountered."

By building a cloud-based platform, Venca was able to offer its products and customer services remotely during the COVID-19 crisis. Venca marketers, analysts, call center staff and business leaders were able to connect to the platform from their homes while they sheltered with their families, and the company continued to operate its online business and serve its e-commerce customers.

"Dynamics 365 and our cloud-based tools have been key to our ability to operate safely from home and continue our work," says Badia. "Two years ago, we couldn't have kept delivering these services to our customers, but now we're prepared."

Centralized data, streamlined processes

Now that Venca tracks customer interactions digitally, staff have all customer histories in one location, aggregated in Dynamics 365 from phone calls, emails, chat windows or the e-commerce site. With important background now centralized, staff confidently make informed decisions about next steps. By extending its customer engagement platform with Power BI, Venca delivers powerful interactive reporting and data visualization capabilities and enhanced analytics to company analysts, marketing leaders and business decision makers.

"Before, information about customers existed in our systems, but it wasn't possible to get to it in one click," says Badia. "Now in Dynamics 365, we know the exact status of any account, such as if a customer is waiting for a package to get shipped or if they had an issue with credit card processing, and we can adapt the customer interaction accordingly. By gaining a holistic customer view and meeting their needs, we've increased the average order value by 20 percent through our contact center because of improved cross-selling abilities."

By linking customer histories with marketing efforts in Adobe Campaign, Venca quickly creates email campaigns that are relevant and improve lead generation. "We're happy that we've already seen a significant impact on open rates, click-to-open rates, and click-through rates – conversion figures that are very important for an online business."

Faster, more personalized response

With its customer service and marketing efforts fully digitized, Venca staff spend less time finding information they need and more time serving customers and resolving concerns. In the contact center, Venca has seen a 10 percent increase in productivity because the customer-care process is more efficient. "With Dynamics 365 and Adobe Campaign, we've increased quick, personalized contact with our customers due to the omnichannel view combined with several AI features, which help the sales agents offer custom upsell and cross-sell options for end customers," says Badia. "That's helped us build a better customer lifecycle experience, which translates to more business."

Venca can respond not only to individual customers, but to its larger customer base as the market goes through major changes. The company can pivot its products based on customer needs and feedback because of near real-time Power BI data consolidation and the AI features that show proper product recommendation. As a result, Venca makes better recommendations to its customers, such as during the COVID-19 crisis. As more people stayed home in Spain and around the world, Venca was able to respond quickly

to meet changing customer preferences – fashion items became secondary as customers began ordering more essentials, such as socks and pajamas, home furnishing items, dishes and small kitchen appliances.

"Our new customer engagement platform is essential because more than ever, we need to thoughtfully manage feedback, types of products, customer preferences and customer histories," says Badia. "We were relieved we had a way to listen to customers and prioritize our offerings."

Venca will continue to develop its capabilities with Dynamics 365, Adobe Campaign and Power BI to achieve its business and customer service goals. Concludes Badia, "With Dynamics 365 and Adobe, we can respond to more queries from more customers across more channels, which ultimately helps us reduce our response times and increases customer satisfaction."

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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 38,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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