

# KANA. Case Study

## Sears

10,000 calls per day made easier for one of the largest retailers in North America

### Overview

Sears Home Services Teleservice Outbound operation, based in Texas, was the first of 13 separate departments to undergo a customer experience transformation affecting 6,000 users across multiple inbound, outbound and back-office customer interaction channels. The Home Services Outbound operation is staffed by approximately 100 agents responsible for scheduling and rescheduling service and repair calls for Sears' customers.

### The Challenge

The desktop application that the Outbound Teleservice team was operating did not provide agents with a single view of customer contact and case history. The user interface was not intuitive, and the application failed to provide agents with the detailed information they required to complete customer interactions efficiently. Agents had to navigate between several legacy applications, which led to an inconsistent customer experience as the effectiveness of the interaction was reliant on the knowledge of the agent rather than the intuitiveness of the system.

### The Solution

The KANA intelligent desktop provides agents with an intuitive and comprehensive interface that eradicates the inefficient use of multiple systems. KANA replaced Sears' former desktop applications and integrated the new KANA intelligent desktop with the Avaya Mosaix Dialer, mainframe applications via MQ, core mainframe customer view Web service call, and FedEx/UPS parcel tracking Web services.

### The Solution

Ten weeks after the KANA team began to whiteboard ideas and process models, the Teleservice Outbound project was live and operational in the contact center. And within only eight weeks of going live, Sears recorded a reduction in average call handling time by 13 seconds.



### Key Points

- ✓ Value delivered eight weeks post go-live
- ✓ 14 percent reduction in idle time
- ✓ 10 percent increase in agent connects per hour
- ✓ 9 percent reduction in overall agent call handle time
- ✓ 13 percent reduction in talk time

### Testimonial

“KANA had not only the technology, but the cultural mindset to work with our business.”

Brian Carey, Divisional Vice President, Inbound Service and Operations, Sears Home Services



Sears Teleservice Outbound operation now has a reliable, integrated application that provides a comprehensive single customer view. The successful completion of this first phase marks the beginning of a huge program of work that will enable Sears to enhance its overall customer experience.

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