



Take Customer Experience to the Next Level

Powered by Service Cloud 360

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IMERCO HOME

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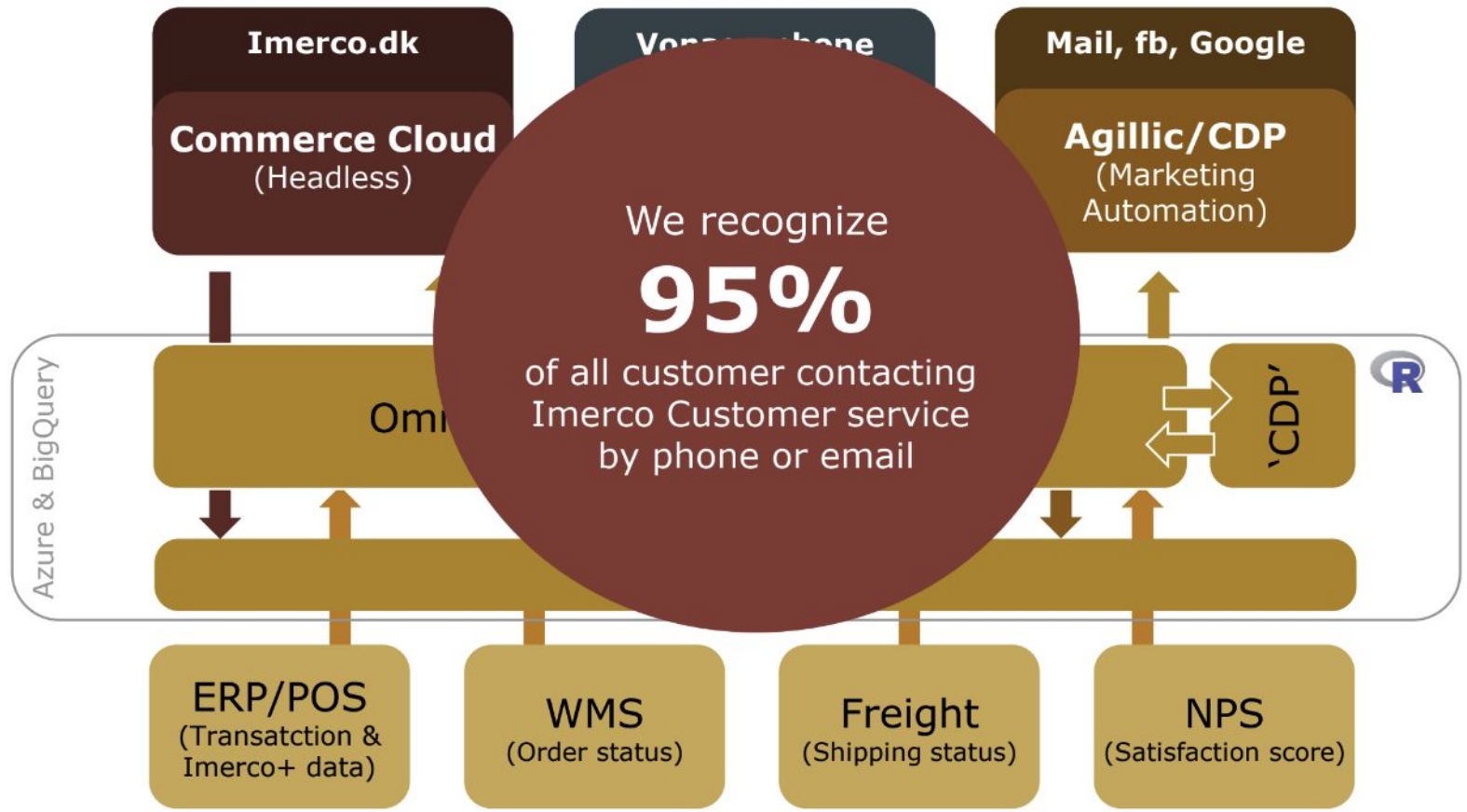


Om Imerco

- Imerco er Danmarks største isenkramkæde med mere end 160 butikker
- Imerco har en årlig omsætning på ca. 1,85 mia. kr. inkl. moms
- Imerco driver en af Danmarks største kundeklubber, Imerco+, med over 1 mio. medlemmer
- Imerco blev startet af visionære isenkræmmere helt tilbage i 1928
- Imerco blev i 2007 omdannet til kapitalkæde
- Imerco overtog i 2017 detailkæden Inspiration

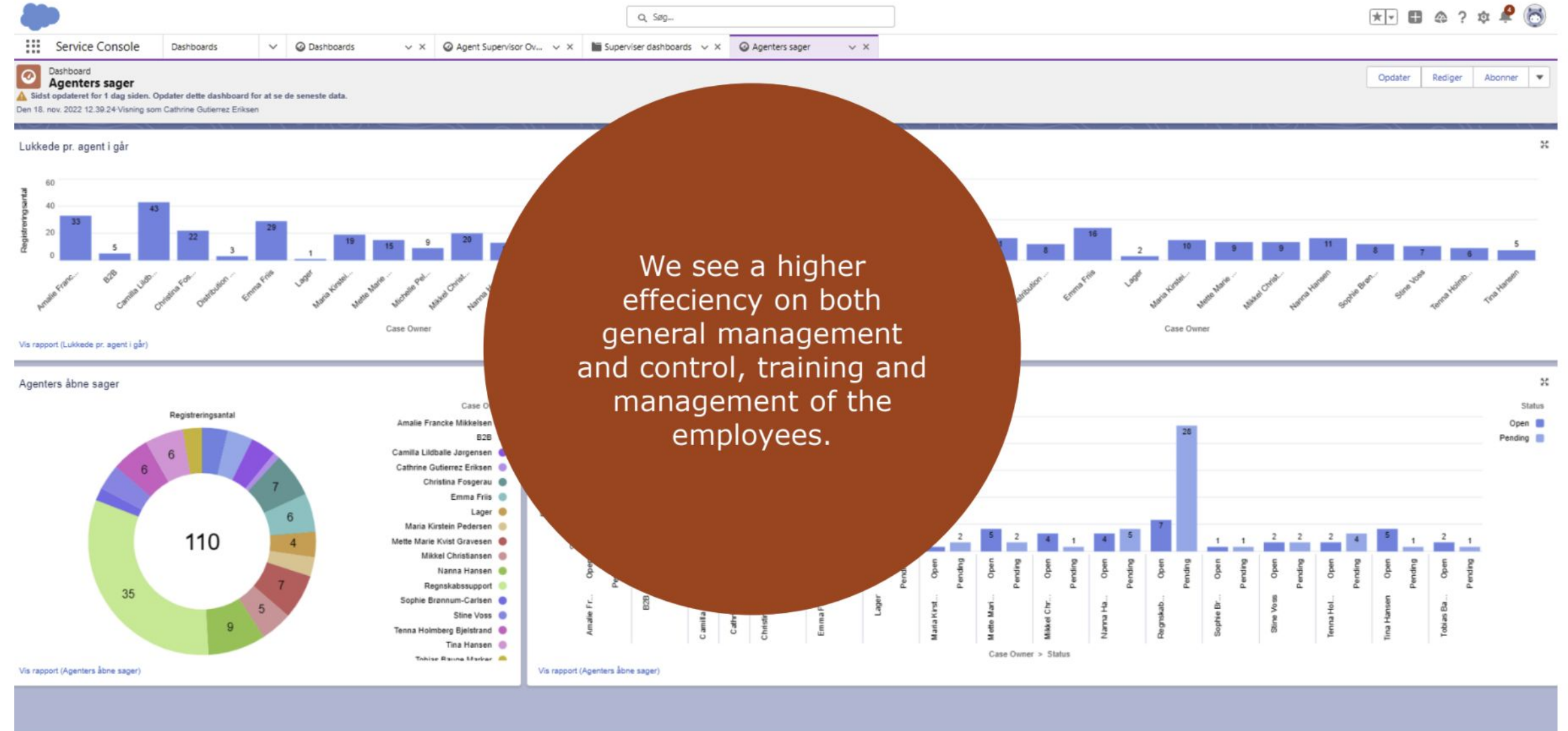


Integration of customer & transactional data



(ETL) Extract Transform Load

Evaluating efficiency



We see a higher efficiency on both general management and control, training and management of the employees.

Instore Customer Service Platform -Test

The screenshot displays the IMERCO Instore Customer Service Platform interface. The top navigation bar includes the IMERCO logo and a search bar. The main content area shows a search result for a case titled "TEST REKLAM". The case details include a status of "Open" and a count of "001". The search result is categorized as "Cases".

On the right side, there are two tables. The first table, titled "OrderLineItems (3)", lists three items with their External ID, ProductID, ProductName, and UnitPrice. The second table, titled "Deliveries (6+)", lists six deliveries with their External ID, OrderLineID, LastUpdated, and Status.

A large red circle is overlaid on the center of the screenshot, containing the following text:

We have during our test seen
up to 5 min.
decrease in time spend per case.

We have at the same time also seen
an increase in employee and
customer satisfaction.

OrderLineItems (3)

External ID	ProductID	ProductNa...	UnitPrice
1375470...	100386510	EB XO SKÅ...	300
1375470...	100382529	KORT 11,5...	30
1375470...	929100	Fragt	0

[View All](#)

Deliveries (6+)

External ID	OrderLineID	LastUpdated	Status
27351365	20.000	27.04.2022...	Deleted (be...
27351366	10.000	27.04.2022...	Deleted (be...
27351240	20.000	27.04.2022...	Created (by...
27351241	10.000	27.04.2022...	Created (by...
27351322	20.000	27.04.2022...	Printed
27351323	10.000	27.04.2022...	Printed

[View All](#)

Additional Information

IsInstoreOrder	<input type="checkbox"/>	PostNord Pakkeboks
IsClickAndCollect	<input type="checkbox"/>	PaymentId 155431956
LastUpdate	27.04.2022 11.40	CurrencyCode
LastModified	27.04.2022 10.03	Comment

Address Information

BillingStreet	Smedeholm 16	ShippingStreet	Smedeholm 16
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The SFSC Customer Service Platform

The screenshot displays a complex web interface for a customer service platform. It features a top navigation bar with a search field and various utility icons. The main content area is divided into several panels: a left sidebar with 'Detaljer for Sag' (Case Details) and 'Sager for overordnet Kontakt (1)' (Cases for parent contact); a central 'Sag Mangler' (Case Missing) section with a status flow (Nyt, Open, Pending) and a detailed case view; and a right sidebar with 'Aktivitet' (Activity) and 'Personkonto - historik (3+)' (Person account history). A large, semi-transparent blue circle is overlaid on the center of the interface, containing white text that highlights a key performance indicator.

We have seen a
30 sek.
decrease in time spend per case
from finding all customer information
in 5 different systems.
This equals to approx.
1.400h p.a.

Using AI & automation

The screenshot shows a CRM interface with a sidebar on the left and a main content area. The sidebar contains a 'Service Console' and a 'Sager' (Cases) section. The main content area shows a 'Feed' view with a 'Mail' tab selected. A search result is displayed, showing a list of 7 results. A large brown circle is overlaid on the center of the screenshot, containing the following text:

We have raised efficiency with
20 sek.
per case from using AI & Automation (Einstein).
This equals to approx.
820h p.a.

The interface also shows a 'Send' button at the bottom right and a search bar at the top of the search results.



2020

Average Handle Time: 3m 10 sec.

Average wait time: 1m 57 sec.

2023

Average Handle Time: 1m 40 sec.

Average wait time: 57 sec.

A photograph of a sandy beach. In the foreground, there are several footprints in the sand, leading from the water towards the left. A small, smooth, light-colored rock is visible on the sand. On the right side, a white, foamy wave is crashing onto the shore. The overall scene is bright and natural.

Hvorfor er det svært at lave god omnichannel?

“Det er ikke nødvendigvis svært. Det er hårdt arbejde, og man bliver aldrig færdig.”