



Customer support automation at Inpost Parcel Lockers thanks to an IVR with a speech synthesizer



Service automation as a response to the growing number of contacts from Customers

InPost is a brand of the Parcel Lockers network and related courier services. We provide modern services for individual and institutional Customers, including comprehensive services dedicated to the e-commerce industry. We are one of the leading logistics companies in Poland.



Our pride and the flagship product are Parcel Lockers, a nationwide network of machines allowing for independent pickup and sending of parcels 24/7 - comfortably, without queues and in convenient locations. Apart from Parcel Lockers, we also dynamically develop traditional courier services.

The company started its operations in 2009 in Poland and has become a recognizable brand throughout the world. Our development on international markets has given us the opportunity to define our brand value and methods of communication - our services combine modernity and high quality with a competitive price - we communicate on multiple platforms using modern tools.

In search of a way to reduce service time

A fast growing group of InPost service users means that the number of contacts from Customers that must be handled is growing as well. However, continuous acquisition of new employees is troublesome - it is not easy to acquire a large group of employees and quickly prepare them for work. In search of ways to shorten customer service time, we have turned to a long-term partner and supplier of the contact center system - Thulium.



Thulium provides its own contact center software. We have been using it since 2011 - initially, to handle phone calls, and over time also to handle e-mails. At our request, Thulium also implemented several changes in the system.

Thulium analysts carried out an audit during which routine and repetitive processes were diagnosed. They related to both the contact center system and Parcel Lockers. It was noticed, among others, that a significant part of the contacts concerned standard questions, such as obtaining information about the status of a parcel - we were able to automate such a process because we knew exactly what information the customers expected during these conversations.

Since we are a modern and innovative company, we have decided to automate the entire process so that the customers we serve do not have to look for any additional help, and all the information they need is obtained through the contact center system. We wanted all activities to be carried out automatically and at the same time fully professionally, bringing satisfaction to the Customers.

Thulium was our natural choice in this area. We knew that the Thulium contact center system we were using had advanced IVR functions that we could use. In addition, we wanted to use a speech synthesizer and perform appropriate integrations. This is how the innovative concept of automatic IVR with a speech synthesizer was born.

The Concept



All customers who call us regarding a parcel go to one helpline. There, using IVR, the Customer indicates the subject of the conversation and makes choices using tone dialing to reach the appropriate consultants. The project assumed that if at this stage the customer indicated that he was interested in the status of the parcel, instead of putting the customer through to the consultant, the information would be read out by the speech synthesizer in the Thulium Contact Center system.

Of course, the implementation of the entire process required proper integration. After the implementation, the Customer's contact was supposed to be as follows:

1. The customer calls the InPost helpline and chooses the option of obtaining information about the parcel.
2. The system asks if it is a parcel for the number from which the Customer is calling or if maybe the parcel is created for another phone number.
3. The system asks the Customer to enter authorization data (phone number + the last four digits of the parcel number or only asks for the last four digits)



4. The Customer enters the authorization data using tone dialing.
5. If there is a parcel for the provided data, the necessary information - the status together with the data concerning the place of sending/delivery and the type of product - is sent to the Thulium system.
6. The information obtained is read out by the speech synthesizer.

Thanks to the process designed in this way, routine queries were supposed to be handled fully automatically - without the participation of a consultant.

Benefits

Financial savings - the same composition of people, greater service options



The use of an automatic IVR with a speech synthesizer to provide standard information on parcels has reduced the telephone traffic directed to the consultants by almost 10%. It also meant that the waiting time for Customers calling in matters requiring human contact was significantly shorter.

Saving and flexibility



We also successfully use the speech synthesizer for simple and quick creation of IVR messages in Polish and English. This has significantly increased the flexibility in case of any IVR modifications - the addition or change of the message takes literally a moment, without incurring the costs associated with hiring a reader and renting a recording studio.

Short implementation time



It is worth noting that thanks to the flexible and partner-like approach of Thulium, we were provided with this technical solution before the declared delivery time of the product. What's more, after the implementation, we were still able to introduce modifications on an ongoing basis which we had not foreseen at the design stage, with extremely short implementation time.



About the author
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Associated with the InPost brand for over 8 years - during this time, he was involved in, among others, creating the Parcel Lockers Service Support team. He implemented the InPost Customer Service for such markets as Great Britain, Italy, France, Russia, the Czech Republic and Slovakia. He puts great emphasis on Customer Experience and the atmosphere in the team, striving to fully use the potential of the employees (a forge of talents).

Privately, a huge fan of Star Wars and the football played by Real Madrid. In his free time, he reads a great deal of fantasy books and plays RPG games on every available platform. He loves to spend time with his family and his dog Goldenka.



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