Digital Island

CASE STUDY

Ushering in the hands-free farmer with Amazon Connect

Challenge:

Farmlands needed flexible new working arrangements for its nation-wide customer advisors, to enable them to work from anywhere during lockdowns, and a tool to convert customer call sentiment into actionable insights that improved experiences for on-the-go farmers.

Solution:

Hands-free, Bluetooth-savvy and constantly on-the-go, New Zealand's farming community is demanding a 'digital touch' as part of the services they seek out.

Partnering with contact centre specialist Digital Island (part of Spark Business Group), Farmlands is one of the first adopters of the Amazon Connect omnichannel communications technology within New Zealand's agriculture sector. Since the January 2022 deployment, the cooperative has enjoyed a faster and more seamless customer experience.

Business results:

Since deploying Amazon Connect, Farmlands has experienced a significant uplift in customer resolution, with an 81% First Contact Resolution rate that signals the large majority of customers now reach the right person first time.

Wilson says empowering call customer advisors and customers through the seamless omnichannel platform provides powerful insights that can be converted into customer satisfaction and help to rapidly identify where to focus efforts to improve customer experience.

As a result, average wait time for October 2022 was only 40 seconds with an unprecedented abandonment rate of 9%.

Farmlands co-operative

Farmlands, one of New Zealand's largest cooperatives and top 20 companies by turnover, has taken heed of the increasingly busy and digitally-connected farmer, and now its market-leading investment in sophisticated telephony systems is paying off.

"Amazon Connect allows us to quickly identify call trends and review customer sentiment so we can respond in near-real time and fix any issues the system detects, whether that be a fuel outage, billing issue or a request for local support. This reduces agent workloads by front-footing any issues via the Interactive Voice Response, which can answer questions that typically need human interaction."

- Graeme Wilson, Head of Customer Experience, Farmlands

Continued evolution

"These time-saving efficiencies have also liberated the Customer Hub Team to add even further value to our shareholders through lead generation, which has grown more than 300% since the beginning of 2022, enabling longer and more meaningful conversations and the automatic population of customer details for quick and easy reference."

Wilson says integrated platforms like D356 allow customer voicemails or call transcriptions to be tagged to a customer's profile and overall ecosystem which helps Farmlands to understand its customers better, leading to a more intimate partnership.

"Around 96% of specialist cases in a monthly period were resolved in less than the expected time frame.

"It's not about pivoting our entire offering, but when you have a good omnichannel solution, such as Amazon Connect that constantly incorporates micro improvements each week, those time savings accumulate and customers finish their interactions feeling more satisfied, with greater pace and efficiency.

The next phase

"There's still a lot more we want to do with an intuitive platform like Amazon Connect, and we look forward to continue working with Digital Island on finessing our offerings and ushering in best-in-class systems with leading technology partners."

A bright future for flawless customer support

Implementing the new contact centre is just one example of how the business continues to invest broadly in people, automation, tools, platforms and new products and services.

Amazon Connect has not only landed perfectly, but with ongoing enhancements and reliable monitoring and management, Farmlands won't likely outgrow it any time soon.

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Graeme Wilson, Head of Customer Experience Farmlands

Graeme has been with Farmlands since 2021 starting off as the Head of Customer Engagement, then moving to the Head of Customer Experience.

Why Digital Island?

Digital Island is one of the leading Cloud Communications and Contact Centre experts in NZ. We help clients successfully navigate their digital transformation journey with the perfect blend of best in breed technology and a superior service experience.

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