

HOW TO IMPROVE
OPERATIONAL EFFICIENCY
WHILE EXCEEDING
CUSTOMER EXPERIENCE

EXTRA BOOSTS CUSTOMER EXPERIENCE WITH ALTITUDE SOFTWARE



eXtra is Saudi Arabia's largest consumer electronics and home appliance retailer and was established in 2003 by United Electronics Company (UEC), to provide customers with complete shopping experience. eXtra offers all the leading international brands and stocks an extensive product range.



37 stores
across Kingdom of
Saudi Arabia,
Bahrain and Oman



+ 12 million
shoppers



21.7 million
interactions



Improve contact centre efficiency with three main goals:

1

Better use of human
resources,
increasing productivity
and revenues.

2

Standardize, manage
and control
customer service

3

Meeting new business
needs from a very
dynamic contact center
operation



"Providing world-class service is a key part of the eXtra value offering. Our objective is to be the pioneer in providing consumers with a multichannel experience in consumer electronics and home appliance. As such, eXtra is driven to exceed customer expectations every single day, with very single interaction."



Omar Mugharbel – Marketing Director, eXtra

BUILDING ON A RELATIONSHIP OF TRUST AND WOWING CUSTOMERS

WHAT WE ACHIEVED



Increased first call resolution



Created consistency in our incoming call management



Average Handling Time (AHT) improved by 35%



Quality and customer satisfaction scores have increased by close to 15%



Average speed of answer has shortened from 18 seconds to 8 seconds

“Altitude Xperience Engagement is a tremendous asset to everything we do, as it provides us with customized reports that show detailed breakouts of call and CSR metrics, such as call volume, length of calls, success rates and more. We are now in a position to achieve our ultimate goal which is not just to satisfy customers, but to WOW them.”

Mohamed Gaafar – Customer Experience Project Manager, eXtra

CONTACTS