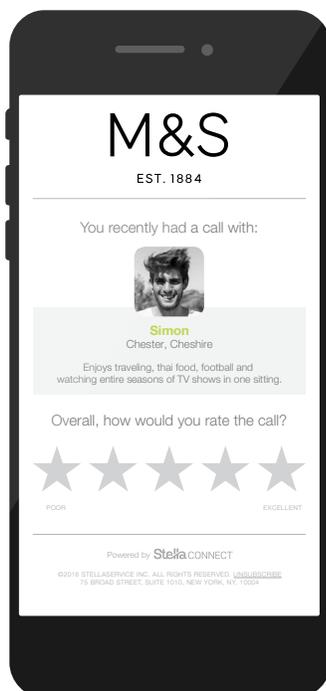


# M&S Drives Team Engagement With Stella Connect

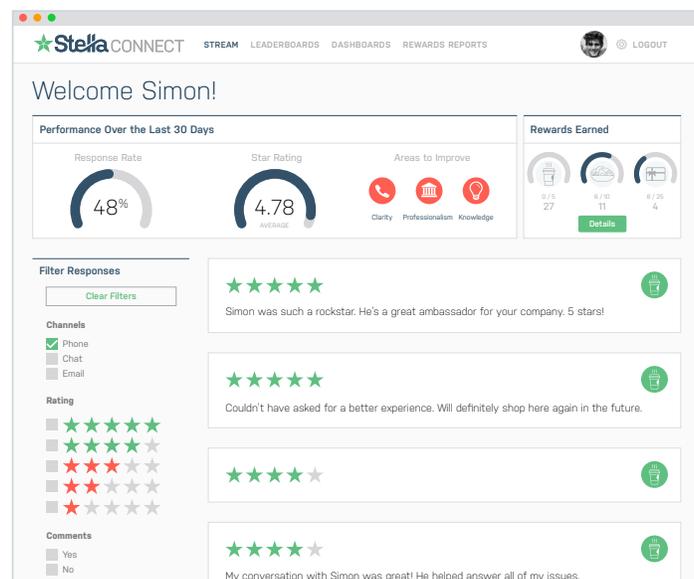
Marks & Spencer (M&S) is an international, multi-channel retailer that was founded in 1884. The company sells high quality, great value products to more than 33 million customers each year through its ecommerce site and 852 physical stores. The company is committed to providing an outstanding experience for both customers and employees, and uses Stella Connect within its contact centre to help deliver on this promise.

With **Stella Connect**, every time a customer contacts M&S through its contact centre, they are sent a feedback request. Through these feedback requests, the customer can rate the quality of their interaction, leave comments, and even suggest rewards for a job well done.

Customer feedback flows in real-time into dashboards, which help to boost morale across the contact centre. Managers can access feedback at an individual or team level giving them a new level of visibility into employee performance.



Feedback requests are sent after every customer interaction



Feedback flows in real-time into individual and manager dashboards

SAMPLE GRAPHICS, NOT ACTUAL COMPANY DATA

## Automating distribution of Stella Connect requests

After an initial trial period, M&S leveraged Stella Connect's custom API to integrate the product with its Genesys CRM platform. Through the integration, Stella Connect feedback requests are triggered to customers automatically after every interaction. This ensures that there is no interruption to the workflow of the contact centre team.

### Results

M&S is seeing incredibly high response rates, with most responses including rich, qualitative comments. Through this feedback, M&S is able to:

- Understand real-time performance at an agent level
- Instantly identify top performers
- Drive team morale and engagement, and boost service performance
- Replace a legacy internal rewards program that was challenging to maintain
- Augment traditional QA scorecards



45%

Average response rate to feedback requests



70%

Of responses include a comment



81%

Include a vote for a reward

“ **Stella Connect has been a huge win for Marks & Spencer.** The custom API integration was incredibly easy to implement, and we now have greater insight into the performance of each adviser than ever before. Our advisers love the constant stream of feedback they're getting directly from customers, and it's had a tangible, positive impact on morale and service performance. ”

— **Chris Spencer**, Head of Support, Marks & Spencer