

John Lewis & Partners

Elevating the Customer Experience by Focusing on After-Sales Support

John Lewis & Partners

John Lewis & Partners (John Lewis) is a leading chain of high-end department stores operating across the United Kingdom. Known for its focus on quality, customer service, and ethical practices, John Lewis strives to make the world a better and happier place for everyone and everything the business touches.

- **Revenue:** \$5B
- **Number of Employees:** 12,000

Challenge

With over 13 million customers and 120,000 service events a year, John Lewis maintains a strong after-sales proposition: it provides better and longer guarantees of customer satisfaction for its home and electrical businesses.

With a constant focus on improved customer experience, John Lewis realized that after-sales support was an area it had not previously focused on to elevate the customer journey.

Challenges included:

- ❗ Repairs were taking too long – 24 days on average
- ❗ After-sales complaints were too high and growing – about 7% of repair volume
- ❗ There was no CSAT measurement in place

Results

**42%**

turnaround time
for repairs

**25%**

CSAT improvement

**52%**

reduction in escalated
customer complaints

Solution

To address these challenges and make improvements across the customer journey, John Lewis implemented ServicePower's Contracted Workforce Solution, guided by the following design principles:

- Make the customer journey quicker
- Make the journey easy and hassle-free
- Ensure customers feel like John Lewis owns the issue

The ServicePower solution transformed John Lewis' after-sales operation through:

- ✓ **Simplified field service work order management:** simplified and automated order creation, appointment search, and booking
- ✓ **Intelligent, automated dispatch:** reduction in the time to dispatch jobs to technicians; service was improved by fast, automatic matching of technicians to jobs based on location, skills needed, and availability
- ✓ **Automated Contractor Reimbursement:** automated adjudication and rapid reimbursement of contracted technicians
- ✓ **Customer Self-Service:** empowered customers with a self-service portal to book their own appointments (for in-home and depot repair) and track technicians in real-time
- ✓ **Analytics:** provided data-driven insight for improved decision making on numerous operational areas, including insight into delays, age profiles of jobs, where the delays were in the process, and where "non-value-added" time occurred in the repair timeline.

"ServicePower has been tremendously helpful in identifying where the customer pain points were and then helping us resolve issues quickly, substantially reducing our repair time duration and greatly improving out CSAT scores."

– Giles Ducat, Partner & End to End Aftersales Lead, John Lewis & Partners