

# BILKA

## OneStop



**Industry:**  
Hypermarket Chain

**Location:**  
Denmark

**Company Profile:**

Bilka has been around since 1970 and has since expanded across Denmark with well over a dozen chain stores and more than 100,000 different products for sale. Bilka also runs an online webshop to offer their large customer base a quick and convenient way to get their favorite brands and products.

**Benefits:**

- Distinct personal and departmental email ticket management
- Completely organized emails thanks to customizable email ticket categories
- Minimized email forwarding with internal notes that allow direct attachment of information and instructions to emails
- Dramatically improved response times with effort saving standard response templates (email templates)

[www.bilka.dk](http://www.bilka.dk)

## Bilka Case Study

Bilka refuse to compromise on quality and chose FocalScope to help its staff handle consumer enquiries from its 16 chain stores all over Denmark.

### The Scenario

High customer satisfaction is a key aspiration of Bilka. Management of customer queries, generated by both its retail chain and the online store, must be kept easy and efficient. The High volume of daily inbound emails needs to be routed and sorted to the right team, based on categories, such as product queries (and the various subcategories), urgent orders and general enquiries—to name but a few.

### The Challenge

After a short testing period, FocalScope distinguished itself from the other products Bilka was also evaluating. FocalScope had features and processes that covered all their email management needs.

### How FocalScope helped:-

FocalScope was able to meet all the challenges posed by Network Courier's unique requirements. The system was tested in isolation before full-scale implementation. FocalScope's engineers were constantly available to assist with configurations and testing, but the bulk of the implementation was easily handled by Network Courier's own IT staff.

### FocalScope provided the following improvements:

Bilka has the greatest benefit from the following FocalScope features:

- FocalScope's ability to manage personal and departmental emails, in one system, means they did not require a separate email client to handle personnel email. This reduces the complexity of their email infrastructure, saving their IT team the effort of maintaining a parallel email system used solely for staff email.

- The customizable categories in FocalScope help Bilka organize their emails like never before. They can also define their own ticket states to meet their needs. Thanks to FocalScope's flexible processes, Bilka has the clarity and structure it needs to stay on top of its email communications.

- One feature that really helps them speed up their response times is Standard Response Templates. Bilka staff can now compose and save multiple email templates, for answering common customer queries. Agents simply select the appropriate response from the response library and send it, doing in seconds what would normally have taken them roughly a minute.

- Finally, the internal notes feature allows Bilka staff to attach information directly to emails (the notes are not visible to customers). This removes the need for forwarding of messages to one another to get additional information or instructions regarding certain tickets.