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RPA for
Retail & e-Commerce

Christmas Business: Stress Test for the Webshop

Industry: Retail

Function: Customer Service

The Situation

Every year again: The Christmas business generates an enormous amount of annual load on the webshop of a large British retailer. At peak times, there are a daily amount of 25,000 transactions – and the trend is rising.

At peak load, the performance of the webshop suffers and digital sales stagnate: Slow loading times annoy impatient online customers who, in the worst case, cancel transactions such as customer login, research, or payment, to migrate with just a few clicks to the digital competition.

The Solution

In a stress test, Servicetrace software robots with massive parallel access simulate the expected peak load on the webshop. For each transaction, they measure the system performance from the customer's point of view, e.g. how many milliseconds it takes from entering the URL to completely loading the online shop.

On the basis of the measurement results from the stress test, the IT department can proactively configure the involved system components optimally.

Benefits

Fast loading times:
24/7 top performance
in the online shop

Optimal conversion rates:
winning and retaining
satisfied online customers

Digital revenue: achieving
and exceeding goals

KI & RPA: End-to-End
Automation in a Call Center

Industry:	Retail
Function:	Customer Service

The Situation

An expanding bicycle retailer gets an increasing number of customer inquiries due to its online sales feature – this creates peak loads in the customer service department. As a result, customers have to spend a long time on hold when calling customer service and requests are more often than not processed with delay. Customers react by writing negatively about the brand on social media.

The bicycle retailer wants to speed up the processing of customer inquiries without high additional costs in order to restore customer satisfaction and thus its own online reputation.

The Solution

A chatbot reads the requests received via e-mail and live chat.

Standard requests, such as requests for delivery times, are automatically processed by software robots – for this purpose, the digital employees access information from Salesforce and SAP – and the customer receives appropriate feedback.

The chatbot delegates more complex concerns to the call center agents.

Benefits

Satisfied customers:
24/7 availability, 85% faster response times

Satisfied employees:
Significant reduction in work volume

Efficient business:
25% reduced process costs after automation

Up-to-Date Inventory Management with RPA

Industry:	Retail
Function:	Procurement

The Situation

Each individual store of a large German groceries retailer maintains its stock in its own SAP system. Once a month, the product stocks and new orders from the decentralized stores are transferred to the head office.

Because the central inventory system runs on a legacy mainframe application without an interface to SAP, the individual stocks from all stores have to be entered manually – a time-consuming, monotonous, and error-prone process. Out-of-date or incorrect inventory management adds to unavailability of goods, compliance logistics, and financial planning.

The Solution

The retailer decided to employ Servicetrace software robots for a fully automated inventory management.

First, the software robots read the stock and order data in the SAP systems of the individual stores which is then consolidated in a central Excel file. In a last step, they transfer the data to the central inventory management system.

Benefits

Quality: error-free processing of data

Acceleration: >90% faster inventory reconciliation

Time savings: 3 days per month and employee