



Case Study

Harnessing data to  
enhance business  
processes and boost ROI



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## Client profile

Bol.com is the largest online retailer in the Netherlands and Belgium. It opened its virtual doors in 1999, originally as an online bookstore in the Netherlands. 2010 saw the beginning of bol.com in Belgium, which was its first step toward its southern neighbors.<sup>1</sup> It then opened its shopping platform to other Dutch and Belgian entrepreneurs, mostly SMEs,<sup>2</sup> allowing its customers to find “everything” on bol.com.



## Industry

E-commerce



## Footprint

With 50,000 sales partners, 41 million items in dozens of product categories, and over 13 million Dutch and Belgian customers, bol.com has grown in over 20 years to become a recognizable connector between local demand and local supply. Occasionally, bol.com cooperates with an entrepreneur based elsewhere in the EU if it is unable to complete the assortment with its Dutch and Belgian partners.<sup>3</sup>

## Operational overview

Since 2014, bol.com and Teleperformance have been building a successful partnership, offering bol.com’s customers excellent service and support in their digital sales and customer satisfaction needs. Thanks to this efficient and effective collaboration, bol.com’s customers can count on a fast and professional solution to their questions and problems surrounding their ordered packages.



### Support channels

Voice, Email



### Languages

French, Dutch



### Locations

Netherlands (Zoetermeer,  
Utrecht, Maastricht), Portugal,  
Suriname



### Headcount

912 full-time employees





## Business challenge

Gathering and using data to better understand an organization and its customers have become integral to running a business. This is because insights derived from data can help improve processes, understand and map performance, inform decisions, solve problems, and paint a clearer picture of the users, customers, and market sector, thus, aiding an organization in boosting its return on investment (ROI) and gaining a competitive edge over its rivals. However, data has become so ubiquitous that there is a danger of having too much of it — many find it challenging to know what to analyze and which insights are truly worthwhile. And unless acted upon, data is worthless no matter how rich or revealing.

Bol.com is one of many organizations that desire to innovate, reduce process waste, engage employees, and boost productivity. So, in its search for opportunities to increase the cost-effectiveness of its service delivery, with minimal net promoter score (NPS) impact and ad value, bol.com recognized what data could bring to the table.

In this case study, we explore how Teleperformance's expertise in customer experience (CX) and digital business services combined with bol.com's knowledge of the E-commerce market have ushered in innovative solutions that support the customer journey.





## Solutions delivered



Teleperformance leverages Technology, Analytics, and Process Excellence (T.A.P.™), its proprietary framework for driving transformation and innovation, to examine what exactly can be set up more effectively and efficiently to meet each customer's needs and desires. Combining Lean Six Sigma and Design Thinking, T.A.P.™ is the foundation for creating innovative solutions for customers that support the customer journey.

A comprehensive and multidisciplinary approach, T.A.P.™ is delivered through four categories: Automation, Analytics, Digital CX, and Productivity Enhancement & High-Touch. It focuses on optimizing the use of technologies, such as artificial intelligence (AI) and robotic process automation (RPA), to increase efficiency and reduce operating costs.

As bol.com's trusted partner, Teleperformance is responsible for the end-to-end transformation approach, from the initial T.A.P.™ Assessment to the iterative roll-out phase, working with the client's teams to ensure that business objectives and expected ROI are achieved.

To enable process transformation and collaboration with bol.com and help the company achieve operational excellence, a T.A.P.™ Assessment was conducted in 2022. This exercise identified bol.com's potential savings, analyzed its process, assessed its data and key performance indicators (KPIs), and defined the baseline. The findings then led to a comprehensive consultancy report and the implementation of Speech Analytics (Teleperformance's **TP Interact** solution), among other things, providing insights upon which improvement proposals, such as **TP StoryfAI**, are based on.



## Improving CX with interaction analytics

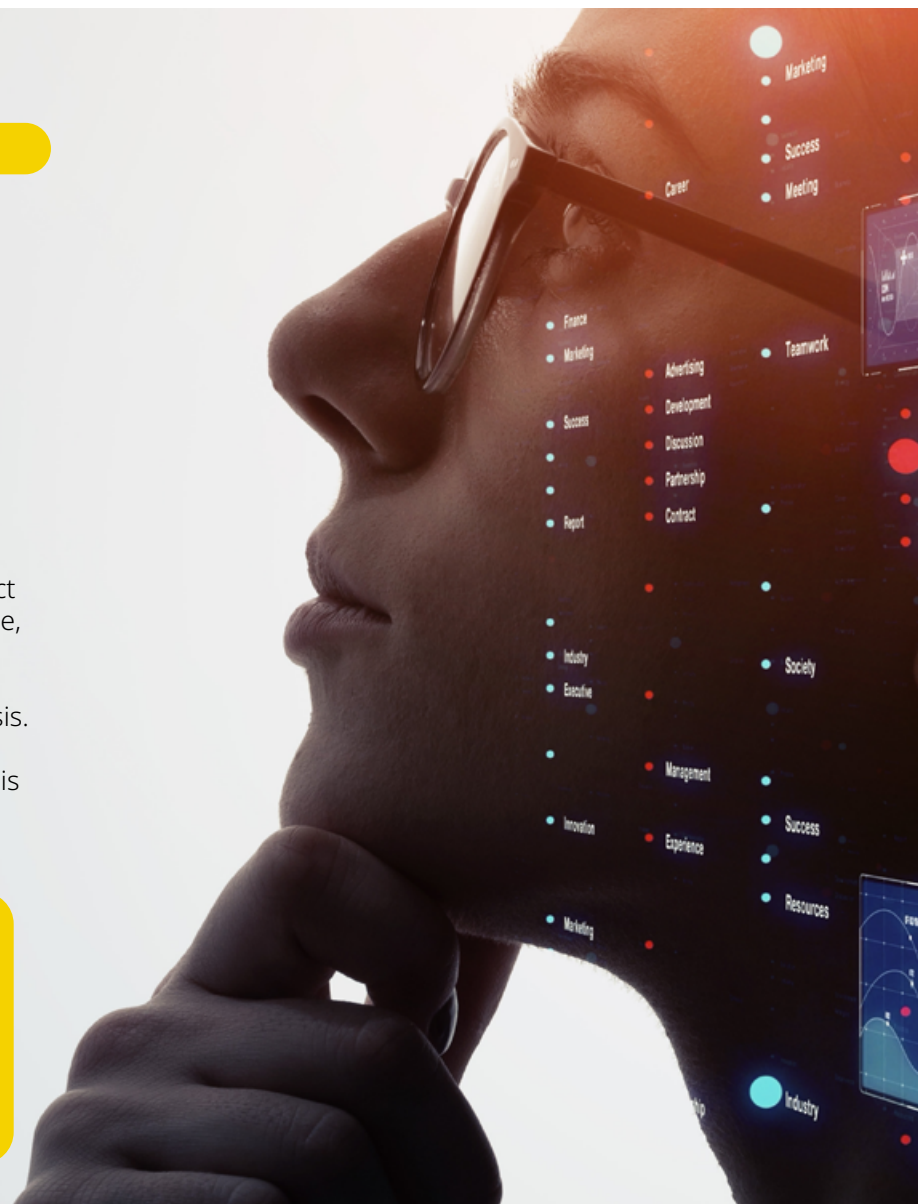
Within the realm of business process outsourcing (BPO), each customer engagement — be it a phone call, email, or instant message — encompasses valuable business insights and customer data. This information can be used to pinpoint cost influencers, identify trends, recognize strengths and shortcomings, and comprehend customer conduct.

But the majority of this data is not readily decipherable. Uncovering underlying patterns across various channels and representatives is an unattainable task without the assistance of technology. Additionally, transforming this data into actionable insights necessitates not only robust analytical capabilities but also a significant amount of resources. That's why Teleperformance deployed TP Interact for bol.com to transcribe the content of its calls, analyze sentiment and silent time, and crunch them into actionable insights.

TP Interact is Teleperformance's omnichannel solution for speech and text analysis. It leverages AI and machine learning to analyze the data of the entire customer journey, categorize CX, provide insights into the brand, and predict outcomes. This is how Teleperformance implemented Speech Analytics as part of the TP Interact solution at bol.com.

**"With the quick implementation of Speech Analytics,  
we were able to quickly achieve results together."**

— Carlijn Timmermans,  
bol.com Head of Customer Operations



## Delivering exceptional CX in any language

Language builds stories, and stories build brands. However, customer stories are told in different languages. And like many companies typically spanning geographies, bol.com has employees and customers that speak different languages. Hence, agility and efficiency must support the process of delivering exceptional CX.

Having agents serving Belgium French out of Suriname, a Dutch offshore location already serving bol.com for the Dutch language, meant that the operations must have the flexibility and multiskilled capabilities to create strong customer-brand relationships. To achieve this cost-effective solution, Teleperformance implemented **TP StoryfAI** in Suriname to support the agents in handling French email interactions in Dutch and vice versa. Thus, greatly enhancing the French language capacity in that email channel.

TP StoryfAI is an AI-powered, user-friendly application that connects brands with customers. It allows agents to operate securely and effortlessly by using multilingual and automated capabilities that enhance their performance and ensure a precise response.

TP StoryfAI optimizes business processes by using AI to translate customer requests, analyze emotions, recognize language patterns, and conduct grammatical and spelling checks.



Translates conversations in real time and expands reach



Improves the efficiency of multilingual customer service



Allows the operations to run more efficiently, 24/7, from any location



Delivers an integrated multilingual CX strategy



A single unique solution that improves multiple KPIs



Enables more interaction options through digital and voice channels

## A partnership built on operational excellence

In today's data-driven landscape, running a business with the help of data is table stakes. Hence, to achieve optimal CX, bol.com and Teleperformance work together to take full advantage of data and analytics — to get the most value from them, to embrace the technology, to make the right choices in automation, and to manage its results. A partnership, after all, goes beyond just service delivery. It is about collaborating proactively to uncover insights that create new opportunities and meaning.

**"A partnership goes beyond just delivering what is asked for."**

— Marco Stolk,  
Teleperformance Digital  
Transformation Director

**"I truly experience it as a partnership where we work together."**

— Erik Vercouteren, bol.com  
Customer Service Director



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#### NOTES

<sup>1</sup> Bol.com LinkedIn, "About: Overview"

<sup>2</sup> Bol.com Newsroom, "50.000th entrepreneur joins bol.com platform as sales partner," August 4, 2022

<sup>3</sup> Bol.com Newsroom, "50.000th entrepreneur joins bol.com platform as sales partner," August 4, 2022