



# Interflora

From limited systems in silos to one unified solution for phone, email and chat with Dixa

Dixa Feature: Dixa Platform



**10%**  
increase in orders processed

Dixa enabled Interflora to identify operational issues and streamline fulfillment processes, which led to more business

**100%**  
faster response time

Dixa's consolidated view of all conversations gave agents the context they need to do more in less time

**22%**  
increase in agent efficiency

Interflora also implanted live chat and that allows Interflora's agents to multitask when waiting for replies, increasing agent efficiency

## At a glance

### Bio

Interflora is an international flower delivery network, represented in more than 140 countries, by 40,000 florists.

### HQ

Sleaford, United Kingdom

### Industry

eCommerce

### Team

30 agents



## The Situation

Interflora is an international flower delivery network, represented in more than 140 countries, by 40,000 florists. Customers can place online orders on Interflora's website, while each order gets fulfilled by one of Interflora's local partners. As a result, their customer service department is constantly interacting with both partners and customers on a daily basis.

## The Challenge

Before Interflora switched to Dixa, they had been using different systems for each support channel (phone and email), which carried high costs and scattered customer data across different systems, making helping customers cumbersome. Additionally, they knew that they'd like to add chat as a channel, but not with their current setup.

These systems also lacked real-time and more granular stats. This made it difficult for Interflora to measure and analyze their customer service efforts in any kind of detail. Finally, Interflora's previous, self-hosted solution required hardware in the form of both on-premise servers and desk phones. IT was often required to assist due to its complex setup and the phones made for a very loud office environment, which affected the support team's ability to assist customers.





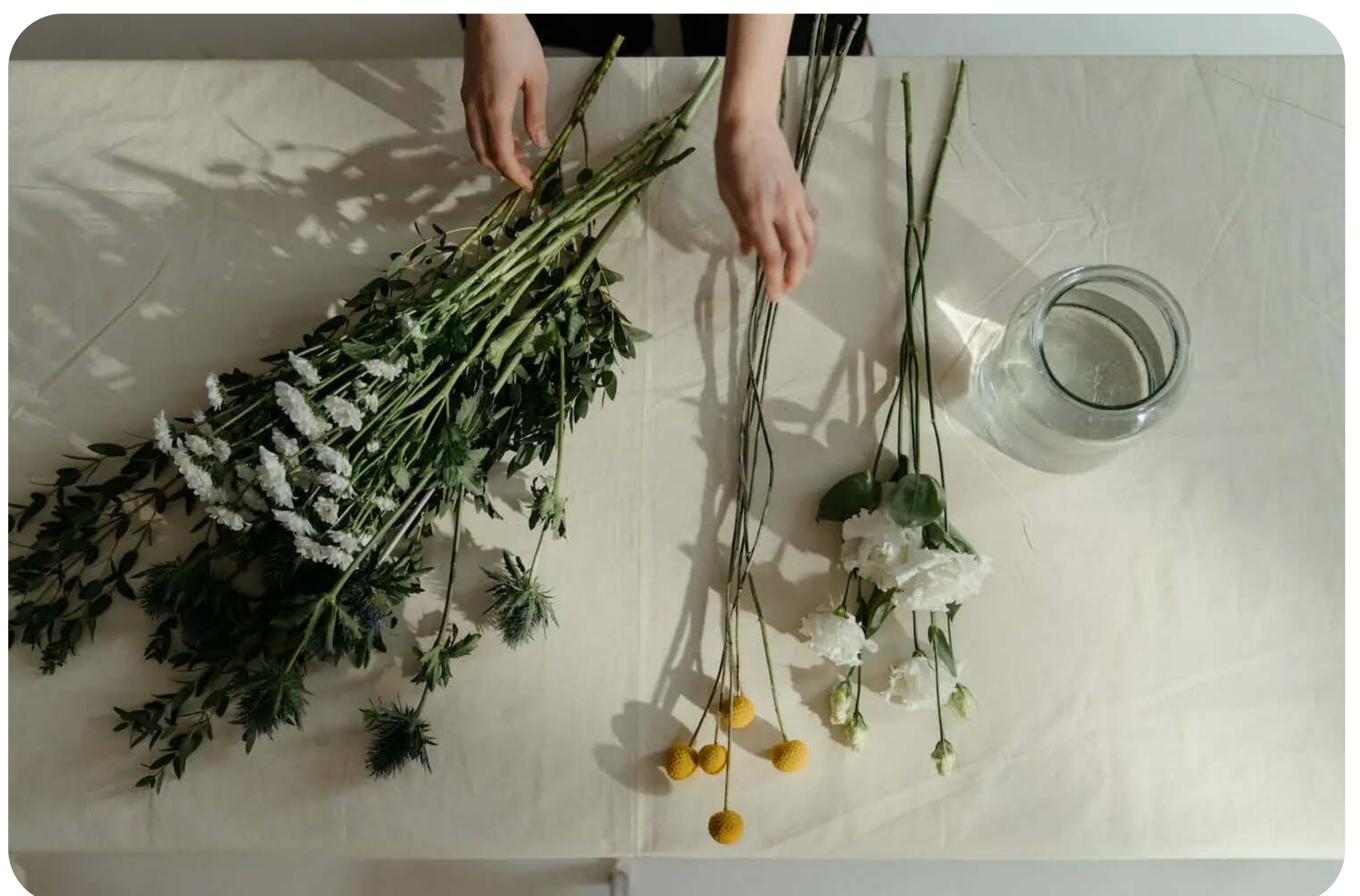
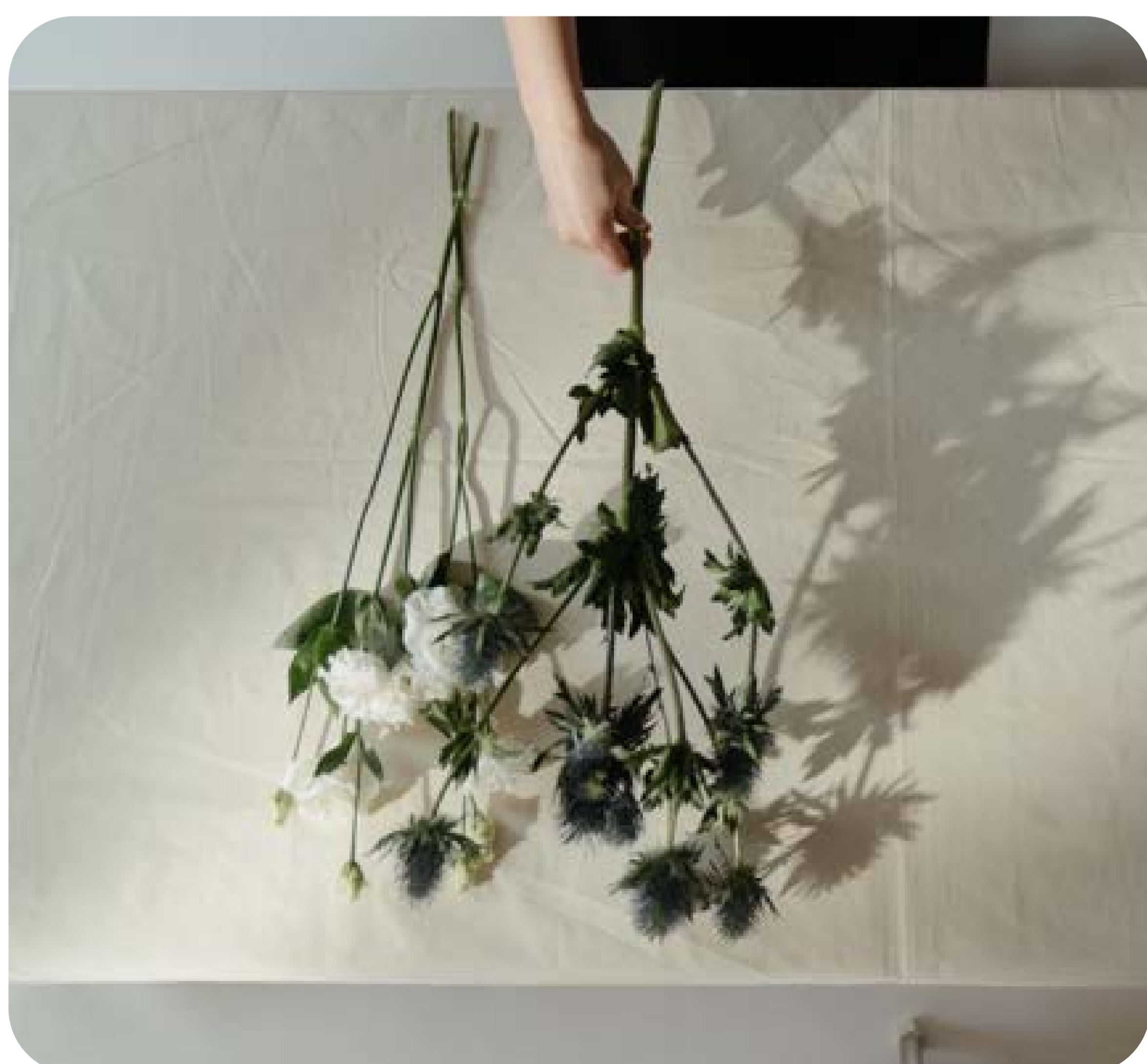
## The Solution

To future-proof their business and offer their customers a better experience, Interflora decided to look for new software. They wanted a flexible, cloud-based solution that could provide them with real-time stats and more context when assisting customers, Interflora also wanted a solution that could consolidate their tech stack with the ability to add new channels and one that required low maintenance from their IT department.

After implementing Dixa, Interflora now processes more orders and does so in a more efficient manner. Not only are customers receiving better and more personal support, but Interflora's employees are also happier. There are numerous ways to use Dixa to achieve better results, but here is a quick recap of how Dixa helped Interflora achieve theirs.

### Better insights lead to better fulfillment processes

Dixa enables Interflora to separate their support stats for assisting their customers vs. assisting their partners. This gives them invaluable insights into how their operations and customer support is doing on a minute by minute basis towards their two main customer segments. With insights on the number of times each flower shop contacts them, Dixa makes it easier for Interflora to identify operational issues and streamline fulfillment processes, which leads to more business.





## A personalized customer experience

Interflora's support team is now automatically able to see each customer's order and conversation history, regardless of the channel the customer chose to contact the company on. Having more context on the customer at hand allows Interflora's team to solve customer issues faster and with a personal touch, making for much happier customers.

## Customers can now get help instantly online

Interflora implemented chat right before Valentine's Day, one of the busiest days of the year for the brand. At a time of year when receiving your order on time is imperative, adding chat gave customers an additional option to get in touch with Interflora's support instantly when a problem or question presented itself. Live chat allows Interflora's agents to multitask when waiting for replies, increasing agent efficiency while simultaneously offering customers a better online shopping experience.



**“After Valentine’s Day, it usually takes one week to clear the backlog. With Dixa it only took two days.”**

Iman Safari, Head of Subscribers, Interflora





## No upkeep costs & time saved in IT

Since Dixa runs in the cloud there's no maintenance or upkeep required from Interflora. Interflora's IT department is no longer involved in configuring their setup. Tasks such as editing IVR menus, automatic call distribution, adding users and much more is now done by admins in Subscription & Customer Services. This makes it easier to implement quick changes in a more timely manner and requires less effort.

## Happier and more efficient employees

Since reps no longer need desk phones with Dixa, the sound of constant ringing phones, something Interflora previously suffered from, finally ceased. A quieter work environment in addition to the fact that reps could finally work from home, has led to higher employee satisfaction, a more motivated team and better overall performance.



**“One of the most important things for us is that our customer service reps have a good working experience. With Dixa, they do in all respects.”**

Iman Safari, Head of Subscribers, Interflora

# Ready to learn more?

Schedule a Demo Today

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