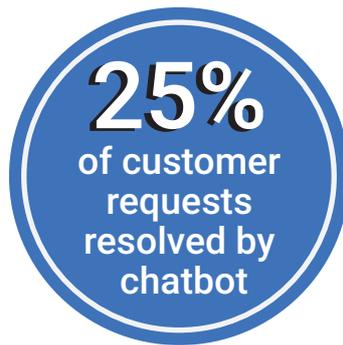


KIMBERLY CLARK WORLD-WIDE RETAILER TRANSFORMING 18% OF THEIR PHONE CALLS TO DIGITAL COMMUNICATION USING COMMBOX SMART INTERACTION CENTER



Intro

Founded in 1872, the Kimberly-Clark Corporation is listed among the Fortune 500, with 43,000 employees worldwide. Kimberly-Clark Israel is the largest marketer of non-food, disposable consumer products in Israel. The local company (previously known as "Hogla-Kimberly") manufactures and markets a broad range of products to the household, the retail and the institutional markets in the following diversified categories: baby & childcare, toilet paper products, feminine hygiene, adult care and household care products.

The Issue

The vast scope of Kimberly-Clark's activities as one of the largest retail companies in Israel obliged it to deal with an increasing customer interest in social networks. At the same time, the company wanted to reduce the call centers load through digital transformation into communication channels that could be managed more simply and effectively than the traditional ones.

Prior to association with CommBox, Kimberly Clark was mainly relying on traditional phone call system to handle customer requests and communications, and on social agencies to manage their multiple brands in the social networks.

Before implementing CommBox Kimberly Clark different teams were providing inconsistent support across channels, which mainly led to late response time, low customer satisfaction and low agent productivity.

43,000
employees worldwide

500
Fortune company

18.5 billion dollar
turn over in 2018

12
global brands

Operating in
175 countries

CommBox – Kimberly Clark The Solution

CommBox platform gives Kimberly Clark the option to handle all customer requests through every channel customer opts through our omni channel platform, and they can handle it all through only one inbox which is much more convenient and effective.

With the use of CommBox chat system, Kimberly Clark have successfully reduced load on their customer service team by diverting customer phone calls towards SMS service. The customers call in and are greeted with an automatic voice with options to select what they need, and if they are in no mood to wait, they can opt for SMS messaging. Every month 18% of the phone calls are diverted to SMS messages which saves lots of call time and agent time.

Moving customers to messaging communication instead of the old-fashioned phone call enabled Kimberly to:

- Improve the agent efficiency, and capacity to manage customer requests by more than double, since it enabled the agent to communicate with more customers simultaneously.
- Since the diversion of phone calls (synchronous channel), to messaging (asynchronous channel), Kimberly improved the workload in the call center by solving messaging request while telephone calls were decreased.

Chat on Kimberly Clark website helps to resolve 25% of customer interactions that saves a lot of time and money while taking off load from customer service team. The system makes them more effective by opening a channel of direct communication for customers through email, SMS and social media. **So, 25 out of every 100 queries are resolved by the chat system thereby putting a lesser load on the company employees.**

CommBox messenger feature allows Kimberly Clark to respond to their customers through Facebook messenger app. In addition, they can easily route the request based on agent skill and availability. Which also shortens the average response time.

The Journey from Phone Calls towards Digital Communication and Automation

Digital communication and its automation are a herculean task and can become a massive headache if executed in an unplanned manner. At CommBox, we understand the need of our customers and help them in making a smooth transition from classic call center model towards digital communications and automated interactions in a seamless manner.

Kimberly-Clark executives and agents who use the system expressed high satisfaction from CommBox and noted that it has greatly improved both internal work processes and customer satisfaction.

In view of this, Kimberly-Clark is constantly connecting additional social media pages to CommBox and embracing the new features of the platform, in order to further enhance digital customer engagement.



12 EMAILS



8 APPLICATIONS



4 CHATS



3 SMS



11 FB PAGES

SMS Chat Facebook Email

Select

Please enter your phone number and we will contact you by sms

First Name

Last Name

***Phone**

Write a message..

Send