



# First for Customers Fit for the Future

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**N BROWN**  
Where Fashion Fits!

We do it with **GUSTO**

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# N Brown | who we are

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- An expert in fashion that fits and flatters. From our mail order heritage, N Brown is now one of the UK's leading online retailers, with 71% of our demand generated through this channel. Our key retail brands are JD Williams, Simply Be and Jacamo.
- We are all about democratising fashion and are size inclusive, focusing on the needs of underserved customer groups – size 20+ and age 50+.
- We offer an extensive range of products, predominantly clothing, footwear and homewares, and our Financial Services proposition allows customers to spread the cost of shopping with us.
- We are headquartered in Manchester where we design, source and create our product offer and we employ over 2,600 people across the UK.

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# Our journey

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We needed a better and more efficient system to meet customers' needs and support business growth...

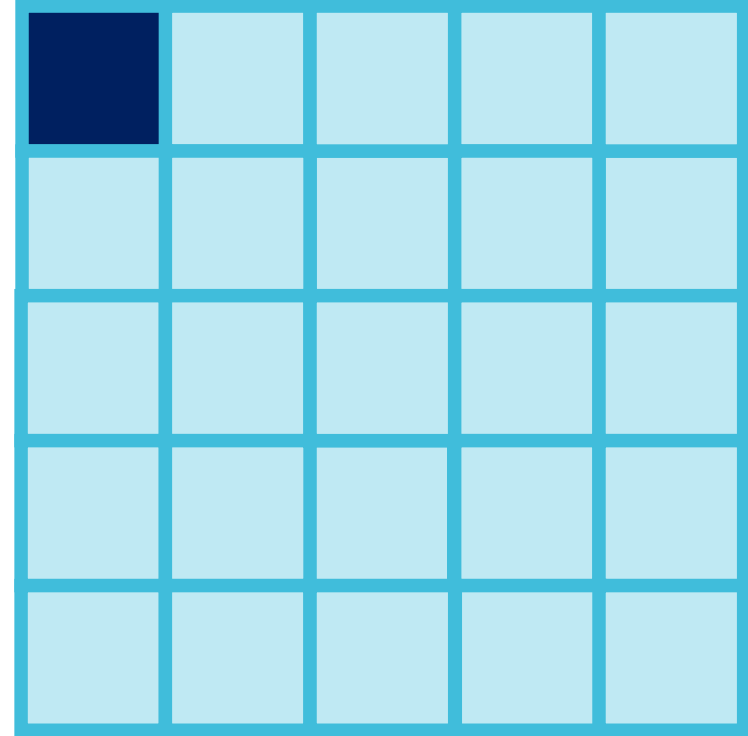


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## Our journey | before

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2,000 interactions – or  
0.27% of calls – were  
analysed each month  
via the human ear.



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# Our journey | before

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- Limited understanding – isolated and anecdotal
- Difficult to build a benefits case due to low quantity of contacts analysed
- Bespoke insight report completion time approximately 6 to 9 weeks
- Each insight and analysis sample size approximately 100 contacts – not a representative sample
- Contacts selected for analysis usually random – resource wasted listening to irrelevant calls
- No infrastructure to support risk-based analysis
- Data shared within customer services function – limited impact to other areas

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# Our journey | implementation

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- NICE Voice of the Customer
- Interaction Analytics
- Constructing a dashboard to interpret the data

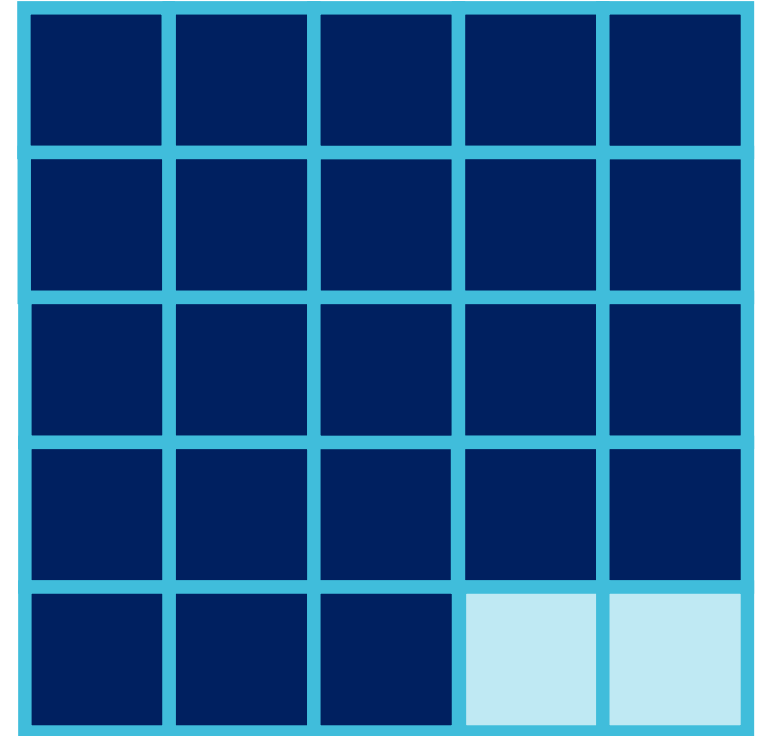


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## Our journey | after

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Approximately 600,000 interactions – or 80% of all contacts – analysed each month through analytics



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# Our journey | after

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- All the data we could ever need at our fingertips
- Able to analyse and categorise contacts simultaneously
- Converted what we *think* into what we *know*
- Excellent tool to support Assisted Service Ratio (ASR) projects
- Easier to look for efficiencies and opportunities for improvements
- Quickly identify repeat contacts and any trends that are creating them



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# Achieving results

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- NPS
- Coaching
- Employee engagement
- Company-wide
- Systems
- Customer experience



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# User adoption

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Changing the culture to one of shared  
accountability and transparency



# At a glance

	DIFFERENCE
Net Promotor Score	+ 35
Customer Satisfaction	+ 17.7
Colleague Engagement Survey	+ 3
Quality Interaction Scores	+ 5



**Questions?**

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