



Success case

Eudata's solutions for the world of retail

in partnership with

RINASCENTE





The company

Rinascente S.p.A., commercially known as La Rinascente, is a collection of shops founded in Italy at the beginning of the 20th century with headquarters in Milan, owned by the Thai Central Group. Rinascente is present in Italy in eight cities: Milan, Turin, Monza, Florence, Rome, Cagliari, Catania and Palermo.

Challenges

Customer-tailored service

Rinascente, was looking for **refreshing** their customer service technologies, improve the customer experience, making them **tailored** and reliable

- Simplify the voice services
- Improve agent and customer experience
- Future possibility transition to Omnichannel
- Automate processes

The Solution

Amazon Connect

Contact Center for customers and suppliers based on Amazon Connect and SFDC. More than 80 agents and several services mapped on a single inbound DID number

- Integrated solution to reduce complexity
- Omnichannel seamless integration

Benefits

Efficiency gained

In just **1 month**, we created the new Contact Center. Now Rinascente is able to offer a better experience to its customers and a model that puts the customer at the center valuing all the past investments

- Time per interaction reduced
- Salesforce integration
- Monitor and configuration tools,
- Customize reports for supervisors
- Call recording



What Eudata did for them

Creation of an On Cloud Contact Center, based on Amazon Connect in order to provide a customer care voice service for customers, employees and suppliers of the Rinascente group.

A single number was provided for:

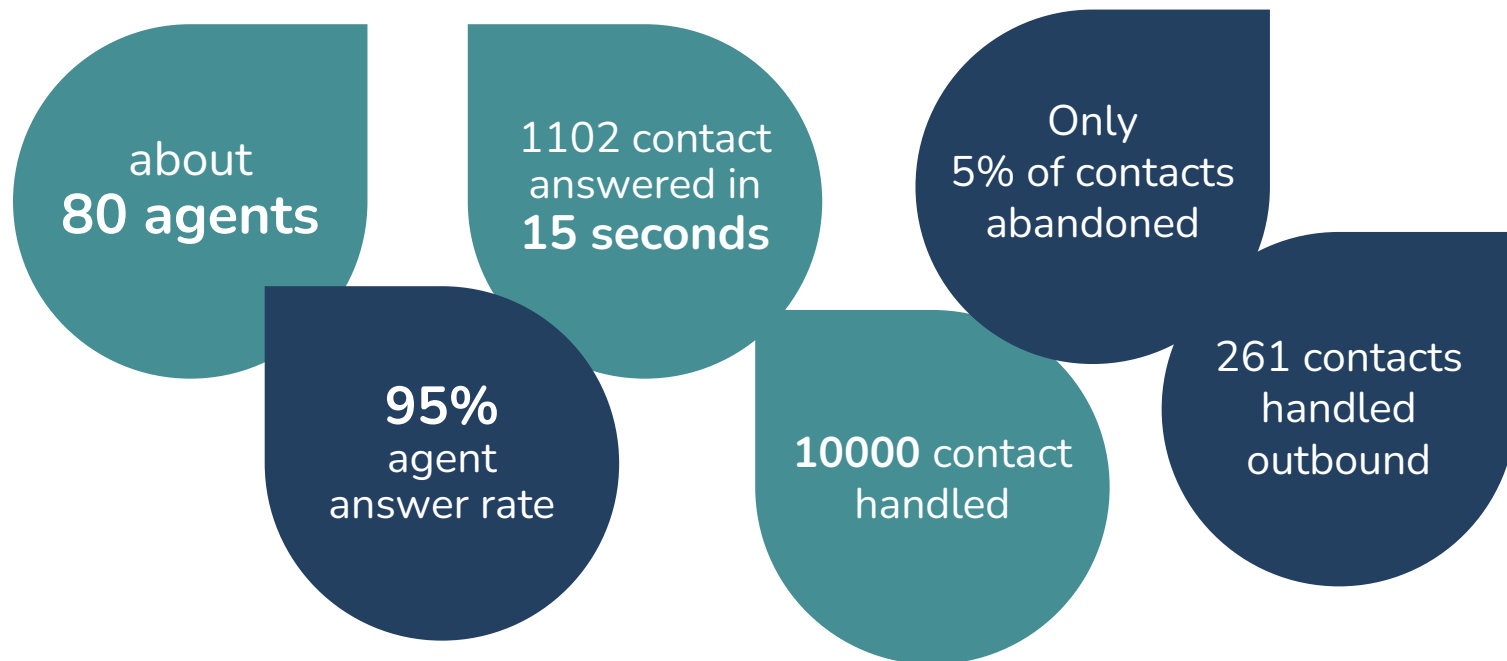
- customer
- business / reseller
- employees

Rinascente Solution: Amazon Connect

For Conversational Commerce and Customer Service



Some figures about what we have done in just one month



They say about us

A few word from one of the protagonist of the project

“In just one month, thanks to Eudata and Amazon Connect, we created the new Contact Center for Rinascente customers and partners, integrating it with our Salesforce CRM. All of this was possible using the Amazon Connect technology and the competence of EUDATA. Now we are able to offer a better experience to our customers and a model that puts the customer at the center valuing all the investments made in the past.”



Alberto Bonora

IT Infrastructure & Technologies Manager
RINASCENTE VP of Marketing



Thanks!