

# e& enterprise Delivers First-Class Customer Experience for Major Logistics Company

As one part of a business-wide digital transformation project, a major logistics company was looking to refresh its contact centre with a solution that would unify siloed communication channels to support an enhanced customer experience.

Using engageX from e& enterprise in collaboration with Twilio's Customer Engagement Platform, a customised solution was deployed that consolidated every communications channel and created a new WhatsApp workflow that optimises a key business process.

## The Customer

A major logistics company operating across the UAE and Gulf Corporation Council (GCC).

## Project Overview

### Customer:

A major logistics company

### Key Challenges:

- Contact centre refresh needed as part of a wider transformation project.
- Desire to access new insights to help elevate experience.
- Existing channels were siloed and negatively impacted experience.
- Existing WhatsApp integration included 14 separate workflows.

### Solution:

- engageX from e& enterprise in collaboration with Twilio's Customer Engagement Platform unified existing channels.
- Co-creation of a single WhatsApp workflow to replace previous iterations.

### Benefits:

- Increased productivity from optimised processes.
- Significant cost savings from consolidated solution.
- Enhanced and consistent experience across channels.
- A platform for future innovation.

## The Challenge

Having recently evolved its logistics offering to focus on last-mile delivery, the company was looking to embark on a major digital transformation journey with the modernisation of several internal systems as part of a complete IT infrastructure refresh.

One area of particular interest was the contact centre, where greater insight across multiple channels was sought to help elevate the existing customer experience. The UAE is a digital-first environment and there was a major desire to lead with innovation to keep ahead of the competition.

While the existing contact centre serviced multiple channels, such as SMS, WhatsApp, Verify and Authy, the solutions that enabled this operated independently and lacked integration. This negatively impacted the overall customer experience and caused inefficiencies and disconnected processes that saw unwanted duplications of effort across departments. Additionally, the technology siloes made it impossible to correctly attribute costs across different areas of the business.

The absence of integration especially affected the delivery of WhatsApp engagements, a key communication channel within the logistics process. Ahead of every dispatch, customers were contacted via WhatsApp to confirm their delivery address. 20% of these messages would be delivered without a response, requiring a follow-up communication using another channel. Without proper integration across other channels, this information could not be shared effectively which resulted in 14 separate workflows to orchestrate a successful outcome.

**20%** of customer engagements via WhatsApp delivered without a response.

**14** separate WhatsApp workflows required to orchestrate a successful outcome.



## The Solution

With a business-wide digital transformation process underway, the company worked to identify the best solution for each area of their IT estate, including their contact centre.

engageX from e& enterprise in collaboration with Twilio was quickly identified as the solution of choice. As a minimum, Twilio could successfully unify the existing siloed channels into one tightly connected platform. Beyond this, Twilio's breadth and flexibility also offered exciting opportunities to advance other areas such as marketing. Using the platform, the business would be able to see a complete customer picture and surface powerful insights into every stage of their journey. Achieving a 360-degree customer view and closely tracking experience, Twilio would also help them to target specific customer groups with more personalised communication and with it, enhance customer engagement.

The business sees digital transformation as a long-term programme of activity and believes the potential to grow into Twilio's Customer Data Platform will also be a key part of their growth strategy. The ability to aggregate data from their CEP, CRM, website and more, will in time enable them to discover deeper customer insight and make smarter business decisions across marketing, operations and support.

A long-standing Twilio partner, e& enterprise was already engaged with the company on other areas of their wider transformation project and was earmarked as the partner best placed to deliver on contact centre modernisation. The comprehensive knowledge of e& enterprise on the Twilio platform was seen as a major differentiator, as was an impressive track record in the GCC region. The reassurance of a local provider, with an understanding of local compliance regulations and data regimes was also a key requirement for the company. In addition, the extensive DevOps capabilities of e& enterprise ensured new extensions and capabilities could be created on top of the Twilio CEP to deliver a truly customised solution.



Together with Twilio, e& enterprise created a project proposal alongside an initial Proof of Concept (POC). Crucially, this included the co-creation of a new WhatsApp workflow that unified the 14 processes in place, something that the company had previously seen as unachievable.

With the POC proving to be a success, the project was approved and e& enterprise followed their well-established 3-step methodology for project delivery. An initial assessment period saw e& enterprise customer engagement experts thoroughly analyse all existing processes and the current communications ecosystem. This was followed by a period of consultation to advise on the co-creation of omnichannel workflows across multiple channels, with a focus on specific use cases. Once agreed, the project entered the implementation stage, with initial use cases delivered to a 2-month deployment window. This included the WhatsApp workflow - seamlessly connecting it with the other channels important to this business process.

Finally, onboarding and training took place to ensure sufficient knowledge transfer around the Twilio platform, APIs introduced and new extensions developed.

## The Result



### Optimised Processes Increase Productivity

The successful unification of existing siloed channels within a single platform delivered increased visibility across the customer journey. This removes any existing blockers, streamlines operations and prevents the unnecessary duplication of effort across the business.



### Enhanced Experience Breeds Customer Loyalty

They now power true omnichannel engagement, which allows customers to switch between channels without any impact on their experience. This inspires greater customer loyalty, which is also driving repeat business.



### Consolidated Solution Delivers Cost Savings

The consolidation of the existing communications stack with Twilio removes the need to pay for multiple tools. Additionally, the unified solution is now delivered by a single partner, thereby simplifying commercials and reducing the admin burden.



### Roadmap for Future Innovation

The unique flexibility of Twilio's Customer Engagement Platform is providing the business with a roadmap for their future strategy. The ability to generate new customer insight, communicate across every channel and unlock new levels of automation is lighting the way to data-driven decision making that informs everything from operational efficiency to revenue growth.

**e& enterprise**

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Or visit our website:  
[eandenterprise.com](http://eandenterprise.com)

## Working with e& enterprise

"The extensive Twilio expertise of e& enterprise, coupled with a proven track record of contact centre transformation across the region, was crucial in the successful delivery of this project. When presented with a problem, they presented a solution that we didn't think was possible. With Twilio's flexible Customer Engagement Platform as a foundation, we now have the technology to scale consistent experiences across every type of engagement."