Elevating Customer Experience
SaskTel Case Study

About SaskTel

SaskTel is the leading Information and Communications Technology (ICT) provider in Saskatchewan, with over $1.2 billion in annual revenue and approximately 1.4 million customer connections. SaskTel and its wholly-owned subsidiaries have 12 corporate stores and approximately 4,000 full-time equivalent employees across Saskatchewan. They offer a full suite of products and services which includes competitive voice, data and Internet services, wireless data services, maxTV services, data centre services, cloud-based services, security monitoring services, advertising services, and international software and consulting services.

The Challenge

SaskTel wanted to continue elevating customer experience by offering their customers more options to choose how they want to connect and do business with them.

They saw the value in providing appointment scheduling and had been attempting to book customer appointments. It required them to manually track these appointments and there wasn't a solid process in place to allow customers to self-schedule a day and time that worked best for them. This prompted SaskTel to look for solutions to help expand their contact channels and improve the scheduling process.

The Solution

SaskTel selected Coconut for its simplicity and ease of use for both staff and customers. The solution offers real-time availability for customers to schedule an appointment and for staff to see what appointments are booked. The solution is also easily configurable and gives SaskTel the flexibility to make changes for the individual stores.

Prior to rolling out the solution SaskTel was concerned about staff adoption and wanted to ensure everyone was trained efficiently prior to the product launch.

Coconut addressed these concerns by working with the SaskTel team to help guide them during implementation. Additionally, Coconut provided personalized and thorough training and support throughout the rollout and continue to check-in and offer best practices to maximize the functionality and ensure continuous success. Carla Cowley, Sales Manager at SaskTel Stores, describes her experience working with Coconut: "The Coconut team was very thorough and patient with SaskTel's team, setting up and reviewing the features and functionality. They have been phenomenal to work with, timely in their responses and willing to consider suggestions for future 'new' releases of their product."

Outcome

SaskTel has been able to open appointments when they know in-store traffic will be slower, while still managing walk-in traffic. The scheduling solutions gives them the flexibility to open or close the appointment slots at an individual store level and changes are reflected immediately, so customers can only book a time when someone is available.

They encourage customers to schedule appointments online by including info on their website and in-store, as well as in customer communications to help promote the service. Additionally, staff are talking to customers about the ability to schedule a time to visit the store.

By having pre-booked appointments, staff are able to complete the pre-work prior to the customer visits, it allows them to offer quality transactions while ensuring they are respectful of the customers' time. "Appointments allow us to prepare ahead of time for our appointments so we can ensure we have options and solutions ready for the customer," adds Carla.

In addition to elevating the customer experience and allowing staff to prepare before appointments, the scheduling solution allows SaskTel to capture data through reporting that is helpful for measuring store performance.

"Our employees see the value in us ensuring we are flexible in meeting our customers needs and that includes offering the ability for our customers to come in to do business with us at their convenience - via appointments," Carla.