



160MM+ customers served

20% annual growth supported

15%+ rise in customer satisfaction



M.H. Alshaya Company

INDUSTRY

Retail: Franchise

CHALLENGE

Continually improve customer service in 2,800 retail stores representing 70+ franchise brands in multiple countries.

SOLUTION

BMC Remedy AR System provides a robust, flexible platform for developing applications to automate processes.

BMC delivers software solutions that help IT transform digital enterprises for the ultimate competitive business advantage.
BMC – Bring IT to Life

Multinational retailer Alshaya uses process automation to transform the experience for 160MM customers across 2,800+ stores

BUSINESS CHALLENGE

Business is booming at M.H. Alshaya Company. Growth is averaging 20 percent annually across the company's 70+ major retail brand franchises. One of the keys to Alshaya's success is keeping the company's 160 million customers happy. The customer services group is driving success by finding new ways to apply technology to monitor in-store service quality, solicit customer feedback, capture innovative ideas from employees, and keep management in the loop with tailored dashboards and reports that support decision-making and continuous improvement.

BMC SOLUTION

Working with BMC partner CyberMAK Information Systems, Alshaya is leveraging BMC Remedy AR System in creative ways to use a suite of applications that capture data and keep it flowing to the right people. The Shoppie mystery shopper application, the Thank You Card employee recognition application, and Voice of the Customer survey application are all part of an integrated, data driven approach to transforming the customer experience.

BUSINESS IMPACT

The flexibility of the Remedy platform enables rapid creation and tailoring of applications to meet the requirements of franchise brands and store locations. The applications streamline data flow between customer service and all levels of management, from the individual store to the executive suite.

- Actionable data captured from 22,000 mystery shopper visits annually provides **insight into individual, store, regional, and brand performance**, powering a continuous improvement effort that has **driven up customer satisfaction by 15 to 20 percent**.
- Voice of the Customer tracks and reports on **500,000 customer opinions and inputs each year**, providing additional visibility into the customer experience.
- Thank You Card recognizes employees for outstanding performance and innovative ideas, **improving morale and fostering a customer-first culture**.
- **Support for Arabic, English, French, Russian, Turkish, and other languages** facilitates communications with employees and customers across geographies.

"In addition to supporting a growing number of franchises and new store locations, we've been able to enhance current applications and add new ones every year," says Mona Dabbah, group customer service director for Alshaya. "We could not have done that without the transparency, speed, and credibility we have as a result of Remedy, and the exceptional support and expertise we continually receive from our partner CyberMAK."