



Established in 1960, DFS Group is a leading global travel retailer of luxury products. Its owns stores located in major global airports and downtown locations featuring over 750 brands.

Challenge

Customers always turn to DFS for consultation from various channels in different forms. But the previous solution made it difficult for DFS to provide timely and personalized service to customers. Also, both online and in-store services were not that efficient due to the poor integration and scalability of DFS's previous contact center system.

Solution

Sobot's omnichannel customer contact platform enables DFS to serve customers in a rapid and targeted way, significantly improving the service efficiency.

- **Improve service efficiency with Sobot's omnichannel contact center**

Sobot unifies all DFS channels, including PC official website, social media, mobile terminal, hotline and more. In this way, customer service agents are able to receive all customers in Sobot united platform, relieving agents from switching among different channels. Also, Sobot gathers all customer contact products in the platform, so that agents can address online chat consultation and inbound calling consultation in the same place, dramatically improving the service efficiency of DFS.

- **Provide personalized service to customers based on system integration**

Sobot integrates its comprehensive customer contact center with DFS order system and other internal business systems, making it easy for agents to learn about the profiles and preferred products of customers. In this way, DFS agents can make some personal product recommendations in pre-sales stage and provide targeted service to customers in after-sales stage based on their specific information. Such personalized service is essential for DFS to attract new customers and retain old customers, improving customer satisfaction and enhancing brand loyalty.

91%+

CSAT

44%+

Conversion Rate

80%+

Increase in Efficiency