CASE STUDY · AHOLD DELHAIZE USA

Five banners. One voice of the customer.

How Ahold Delhaize USA turned its contact centres into a loyalty engine, with Genesys Cloud, Waterfield Technologies and CX Index.

BUILT ON GENESYS

Real time customer insight, inside the contact centre.

ahold delhaize USA

CXINDEX™

OVERVIEW

One of America's biggest grocers.

Ahold Delhaize USA is one of the largest and most influential food retail groups in the United States. It runs five regional supermarket brands that serve millions of customers every week across the Eastern US.

Price, convenience and loyalty are all in play in US grocery. Shoppers are better informed and more connected than ever. Every touchpoint, in store, online or through the contact centre, has to be fast, personal and consistent at scale.

BANNER 01

Food Lion

BANNER 02

Giant Food

BANNER 03

The GIANT Company

BANNER 04

Hannaford

BANNER 05

Stop & Shop

THIS CASE STUDY

How ADUSA partnered with Genesys, Waterfield Technologies and CX Index to build a customer experience ecosystem powered by real time customer insight.

THE CHALLENGE

Make every contact centre a source of insight.

ADUSA set out to make its contact centres insight rich and performance driven, with proactive, consistent and emotionally intelligent service across every channel. That needed best in class CCaaS and a way to capture and act on the voice of the customer.

CX INDEX HAS ENABLED ADUSA TO

- **Boost first call resolution,** with the tools and insight agents need to resolve issues.
- **Improve agent friendliness scores,** reinforcing brand values and the connection with shoppers.
- **Lift overall satisfaction** across all banners, through faster and more personal service.

WHY CX INDEX

Built natively on Genesys Cloud CX.

CX Index feeds real time, contextual customer feedback straight into the contact centre. AI enriched analytics, clear dashboards and KPI tracking let teams measure, understand and act on what matters most to customers, in the moment.

It covers the full customer journey, from loyalty measures at the top to agent behaviours such as friendliness, empathy and effectiveness.

RESULT 01

First call resolution up.

RESULT 02

Friendlier agents.

RESULT 03

Higher satisfaction across all five banners.

STRATEGIC SOLUTION

Three partners. One ecosystem.

To make customer experience part of daily operations, ADUSA built on Genesys and added a Voice of the Customer layer built for the era of AI. That's where CX Index came in.

01

THE FOUNDATION

Genesys Cloud

A long standing Leader in the Gartner Magic Quadrant for CCaaS. Cloud native, AI powered engagement across voice, chat and digital.

02

THE INTEGRATOR

Waterfield Technologies

A trusted Genesys partner. Waterfield delivered the deployment across ADUSA's multi brand estate.

03

THE VOICE OF THE CUSTOMER

CX Index

Built natively on Genesys Cloud CX. CX Index turned the platform into a culture of listening and action, with feedback tied to every interaction.

Infrastructure, integration and insight, working as one.

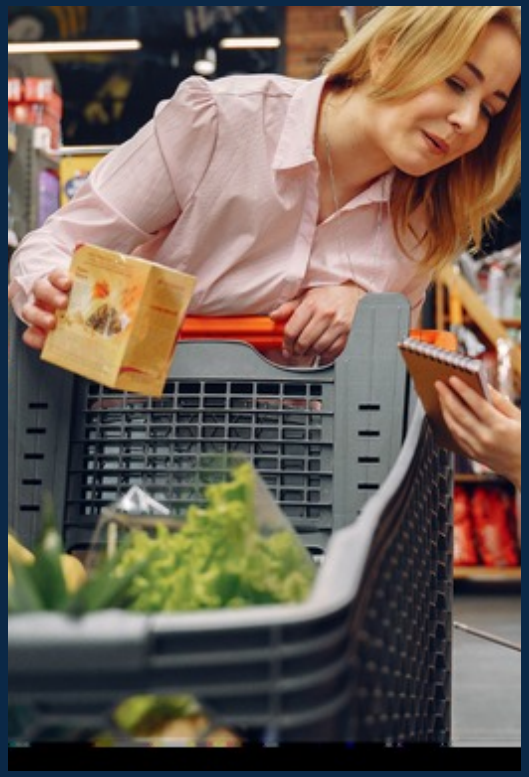
CX INDEX IN ACTION

A single pane of glass.

After go live, CX Index became the one place where ADUSA's teams view, interpret and respond to customer feedback, across every major channel and brand.

- **Real time alerts and closed loop workflows** tied to Genesys interaction data.
- **Deep insight into the drivers** of first contact resolution, agent empathy and effort.
- **Team and agent performance tracking** on NPS, CSAT and resolution rates.
- **Feedback segmented** by brand, region and interaction type for root cause analysis.

Agents, supervisors and executives work from the same view of what customers experience and expect, and how to respond in real time.



ONE VIEW

Every channel. Every brand. Every agent.

> *We've been delighted to partner with ADUSA and CX Index to transform their contact centers into an insight-driven CX powerhouse. By uniting Genesys Cloud's AI-native engagement platform with CX Index's real-time VoC intelligence, their contact centers now resolve issues faster, coach agents for empathy, and sustain nine consecutive months of rising CSAT and NPS. The outcome is measurable loyalty growth and a contact center that operates as a revenue engine rather than a cost line.*

Owen Robinson
SVP, Enterprise AI and Experience Services, Waterfield Technologies

OUTCOMES

9 of 10

months of CX gains since go live

Measurable gains, banner by banner.

ADUSA has seen improvement across its key experience metrics in nine of the ten months since go live.

FIRST CALL RESOLUTION

Up, through better visibility of agent level performance and friction points.

CSAT AND NPS

Lifted across all five banners, through more responsive and personal service.

CROSS BRAND BENCHMARKING

Central leadership can spot best practice in one banner and repeat it across the others.

AGENT FRIENDLINESS AND EMPATHY

Significantly improved, as agents are coached on what real customers said.

THE CONTACT CENTRE

From cost centre to customer loyalty engine.

MISSION CRITICAL FOR MODERN GROCERY

Margins are thin. Loyalty is fragile.

Grocery customers have more options than ever. Customer experience is how a grocer stands apart. ADUSA shows what happens when a modern contact centre platform meets real time Voice of the Customer intelligence.

THE RESULT

A loyalty engine.

Customer experience is now part of ADUSA's operating model, with better outcomes for customers, agents and the business.

THE PLATFORM

Genesys and CX Index.

Modern infrastructure and real time VoC, working as one system.

CONCLUSION

A blueprint for grocery.

ADUSA's partnership with Genesys, Waterfield Technologies and CX Index is a blueprint for customer engagement in retail. With a data driven, customer focused strategy in place, ADUSA is well placed to keep leading the industry.

CONTACT US

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