

Panasonic

INDUSTRY Electronics
WEBSITE panasonic.com/uk
LOCATION Wiesbaden (Germany),
with 35 markets in Europe

Panasonic Forges its Own Path to AI for CX through WhatsApp.

Panasonic is a renowned electronics company. Known for its high-quality products, it employs over 200,000 people globally and operates in numerous markets. The company offers a wide range of products and services to both consumers and businesses.



Challenges

Operating in all key European countries, consumers expect to find help with their products in their local language. This can be challenging. With a centralised customer service team supporting multiple languages across various countries across Europe, the leadership team systematically overcomes these challenges.

Solutions

To get closer to their customers, the company needed to open new communication channels, and WhatsApp was the obvious choice. The wide adoption and asynchronous messaging style of the channel allowed customers to communicate on their terms. The company partnered with Quiq to provision their WhatsApp service and integrate it with their existing CRM, enabling Panasonic's contact centre agents to communicate with customers via WhatsApp.

Results

- High engagement rates in pilot markets led to the expansion of the service to other markets, supporting multiple languages.
- The platform provides live, simultaneous translations, enhancing agent efficiency.
- Messaging supports the direct-to-consumer sales channel, aiding revenue growth and customer support.
- Customers can choose between web chat and WhatsApp, with WhatsApp becoming the highest NPS channel at 75+ points.
- 40% of customers complete post-chat CSAT surveys within WhatsApp, providing valuable insights and a more complete understanding of the CX.
- Improved agent experience and faster issue diagnosis through photo sharing.
- Centralised reporting enables the measurement of all markets from a single UI.



"Technology is important, but delivering fantastic customer experiences is even better than just having the latest trend in technology. With Quiq, the technology is there to deliver on the outcomes that matter most to us: Exceptional customer experiences."

Adam Neale

Head of CS Governance at Panasonic Marketing Europe GmbH.

How Panasonic defines successful CX for its European customers.

The company's goal is to build brand advocacy from customer interactions, focusing on three key factors: success, effort, and emotion. These anchors shape internal initiatives, with NPS as the core KPI to measure advocacy.

Embracing digital transformation

The team launched a digital transformation strategy to drive customer loyalty, leverage technology, and deliver continued value. The strategy includes consolidating contact management systems, enhancing self-service capabilities, and expanding messaging offerings.

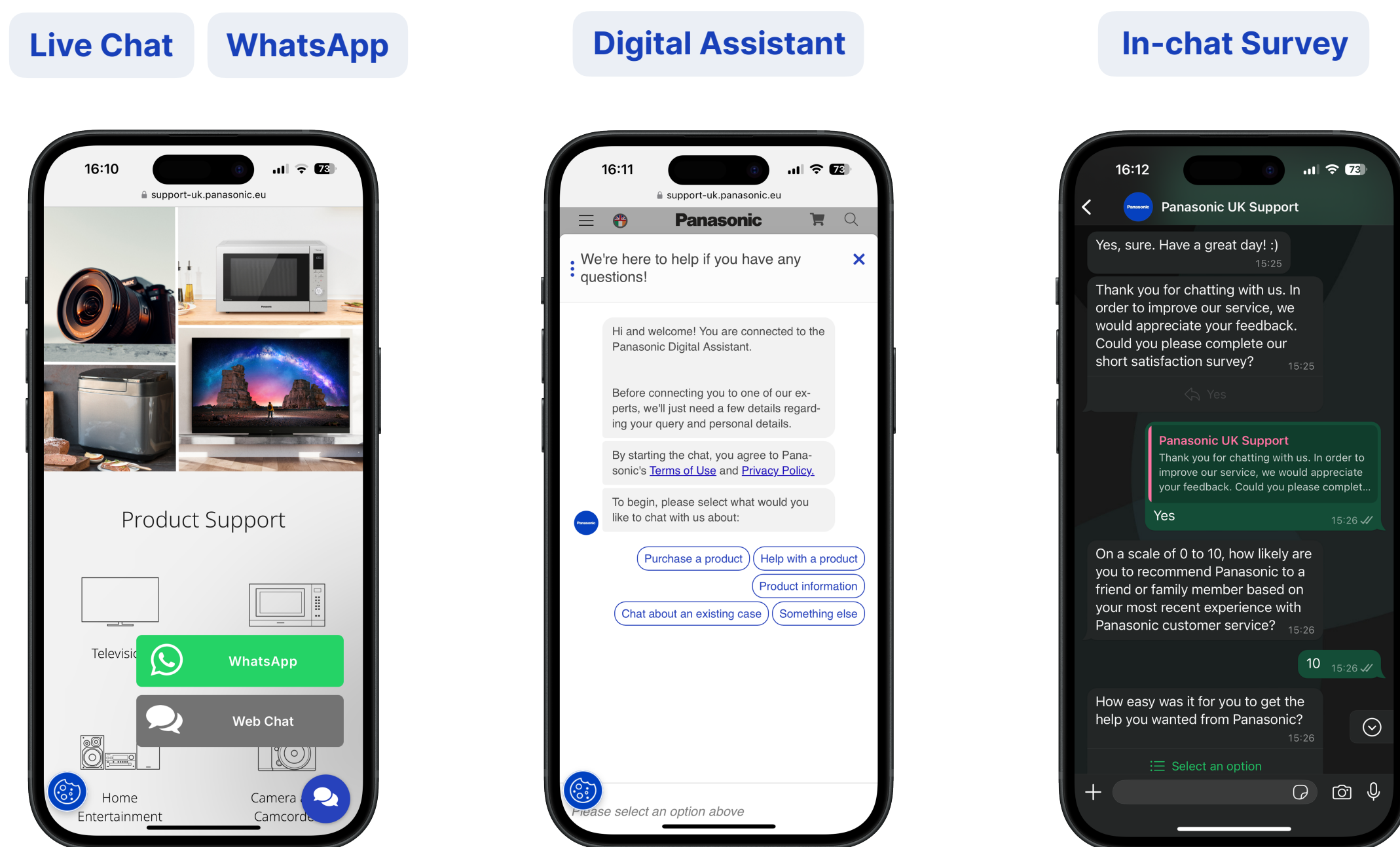
Partnership with Quiq

Quiq's technology enables the company to deliver more engaging customer experiences and supports their CS strategy towards messaging. Ultimately, Panasonic Marketing Europe chose Quiq for its WhatsApp integration capabilities, CX expertise, and strategic partnership approach.

The team also worked with Quiq to add feedback surveys to the end of conversations, keeping them in-context and easier for customers to complete. Compared with their previous feedback collection mechanism, this in-chat survey instantly doubled feedback uptake with conversational surveys to around 20%.

Adam Neale, Head of CS Governance at Panasonic Marketing Europe GmbH, says he and the team immediately recognised within Quiq a shared passion for doing right by the customer and delivering fantastic experiences. Part of that was the deep expertise that the Quiq team carries forward from RightNow Technologies (acquired by Oracle in 2012 and turned into Oracle Service Cloud), but just as important was the focus on CX outcomes driven by technology—not just the technology itself.

“At the end of the day, technology is simply a set of tools. Many software providers believe CX goals should conform to the capabilities of their software, rather than enabling the achievement of those goals,” Adam says. “With Quiq, the team is on the journey with us and looks to see how their technology can best enable the results we are after—even if that means developing new features.”



Vision for messaging

The Panasonic customer service team's direction for messaging focuses on agility, enhancing the agent experience, implementing better tools, and leveraging new messaging channels. Quiq and Panasonic introduced WhatsApp to replace email as a primary 'Out of hours' offering, providing a more engaging and efficient customer support channel.

WhatsApp is the perfect channel for both the customers of Panasonic consumer products and the company alike, because it:

- **Allows asynchronous conversations to become synchronous** (which can't happen via email).
- **Removes friction from future interactions and follow-ups**, since WhatsApp is a native app for many customers.
- **Facilitates double the CSAT survey completion rates compared to chat**, since customers can always return later to complete it at their convenience.

Outcomes recap



Improved agent experience leads to **better customer experience.**



WhatsApp maintains a high NPS and represents a significant portion of chat messaging volume.



In-chat surveys have doubled feedback uptake, **providing valuable insights.**

What's next for Panasonic?

Panasonic plans to continue its digital transformation, exploring generative AI technologies to enhance customer and agent experiences. They aim to provide a frictionless digital service experience, align business objectives with customer needs, and optimise cross-channel interactions.