

Ahold Delhaize USA

Elevating customer experience with Genesys and CX Index.

How one of the largest food retail groups in the United States turned its contact centres into an insight driven operation.



01

Overview

Ahold Delhaize USA is one of the largest food retail groups in the United States, operating Food Lion, Giant Food, The GIANT Company, Hannaford and Stop & Shop. Those brands serve millions of customers every week across the Eastern US.

In a grocery market where price, convenience and loyalty all hang in the balance, customer experience has become a mission critical priority. Shoppers are better informed, more digitally connected and more brand conscious than they have ever been.

For ADUSA, every touchpoint has to deliver speed, empathy and personalisation at scale, whether it happens in store, online or through a contact centre.

This case study covers how ADUSA worked with Genesys, Waterfield Technologies and CX Index to build a customer experience operation powered by real time insight.

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The challenge

Rising customer expectations, new shopping habits such as click and collect, and aggressive competition meant ADUSA needed to raise its approach to customer engagement. The brands were rich in loyalty and market share, and there was still a widening gap between what customers told them and what the business did about it.

The goal was clear. Turn the contact centres into insight rich, performance driven hubs delivering proactive, consistent and emotionally intelligent interactions on every channel. That needed best in class contact centre infrastructure, and it needed a platform that could systematically capture the voice of the customer and act on it.

03 Why CX Index

CX Index is built into Genesys and designed to feed real time, contextual customer feedback straight into the contact centre. Its AI enriched analytics, dashboards and KPI tracking let teams measure, understand and act on what matters to customers while it still matters.

FCR

Boost first call resolution

by giving agents the tools and insight to resolve issues properly the first time

Empathy

Improve agent friendliness scores

reinforcing brand values and the emotional connection with shoppers

CSAT

Lift overall satisfaction

across all banners through faster and more personal experiences

04 The solution

ADUSA selected Genesys as its technology foundation, recognised year after year as a leader in the Gartner Magic Quadrant for Contact Center as a Service. Waterfield Technologies, a trusted Genesys partner, was selected as the systems integrator across a multi brand environment.

To operationalise customer experience and build a culture of listening and acting, ADUSA augmented the Genesys platform with a Voice of the Customer solution built for the era of AI. That is where CX Index came in.

What ADUSA uses day to day

- Real time alerts and closed loop feedback workflows tied to Genesys interaction data
- Insight into the drivers of first contact resolution, agent empathy and effort scores
- Team and agent level performance tracking across NPS, CSAT and resolution rates
- Segmentation of feedback by brand, region and interaction type for root cause analysis

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Outcomes

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

First call resolution Increased through better visibility into agent level performance and friction points.	Cross brand benchmarking Central leadership can identify best practice in one banner and replicate it across the others.
CSAT and NPS Lifted across all five banners, driven by more responsive and more personal interactions.	Agent friendliness and empathy Improved as agents received coaching based on real customer feedback rather than assumption.

We have been delighted to partner with ADUSA and CX Index to turn their contact centres into an insight driven operation. Uniting Genesys Cloud with CX Index real time VoC intelligence means their contact centres resolve issues faster, coach agents for empathy, and have sustained nine consecutive months of rising CSAT and NPS. The outcome is measurable loyalty growth and a contact centre that operates as a revenue engine.

David Heneghan

Co-founder and CEO, CX Index

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Mission critical for modern grocery

In the supermarket sector margins are thin, brand loyalty is fragile and customers have more options than ever. ADUSA shows what happens when modern infrastructure meets real time customer intelligence. By embedding customer experience into its operating model, ADUSA has turned the contact centre into a loyalty engine, with better outcomes for customers, for agents and for the business.

Want the same in your estate?

Bring your Voice of the Customer requirements and we will go through them against your Genesys environment. Thirty minutes is enough. cxindex.com