

IKEA redirected 50% of requests to digital channels using the Commbbox platform and closed 25% of inquires with a chatbot

Intro

IKEA is a Swedish conglomerate that designs and sells ready-to-assemble furniture, kitchen appliances, and home accessories, among other goods and home services. IKEA was founded in Sweden in 1943 and has been the world's largest furniture retailer since 2008.

The IKEA brand is owned and managed by Inter IKEA Systems B.V. Ikea hires about 220,000 workers in about 445 IKEA stores operating in 30 countries.

Ikea Israel is the Israeli branch of the Swedish company. Ikea has operated in Israel since 2001, leading the local furniture retailing sector with an annual turnover of 1.3 billion shekels last year. Some 4 million shoppers visit the stores every year.



+220,000
Employees Worldwide

+445 **+30**
Stores Countries

€39.6 Billion
2020 Revenue

The Challenge

IKEA's expansion in Israel in recent years demanded effective customer service to serve millions of consumers and furniture shoppers.

With the increasing use of digital channels by consumers, IKEA understood the rising need for a technological solution that would manage effectively all the customer communication.

Before implementing CommBox, IKEA struggled to handle the rising number of customer requests in a timely and effective manner. Clients kept reaching out through their favorite communication channels; however, IKEA couldn't provide the personal care needed on time. During Covid-19, Ikea also experienced a rising number of online sales required delivery, another aspect of customer service needed to be handled.

IKEA needed to take their customer service to the next digital step. Moving to an omnichannel platform was the obvious solution for them, and their choice of CommBox was certainly the right one for their company's needs.

IKEA - Commbox | The Solution

IKEA implemented the Commbox omnichannel customer communication system and made a revolution in their customer service and customer experience.

The Commbox system combined easily into IKEA's operational systems thanks to Commbox's smart integration capabilities.

After implementing Commbox, Ikea started using Commbox's smart chat on their website, and also the SMS and e-mail digital channels to provide fast and effective customer service.

Achievements

Commbox easily integrated with all of IKEA's systems and led to a number of major achievements for the company:

- Manage customer communication for all IKEA stores in Israel.
- Implement smart communication on multiple digital channels: Website e-mail, and SMS.
- Commbox enabled Strauss with Self-service capabilities through bot and CRM integration.
- 50% of inquiries received to IKEA are through digital channels (non-phone communication).
- Out of 100% of the inquiries received digitally, 25% are closed by the bot.
- WhatsApp API will be implemented in IKEA's CRM systems to allow the development of new activities for the IKEA kitchen departments via WhatsApp.

About Commbox

Commbox offers an innovative solution for customer interactions, creating a holistic customer communication experience. By using the Commbox platform, companies and enterprises can automate recurring tasks that are excessively time-consuming allowing your agents to focus on more important tasks. Commbox paves the way for autonomous business communication, without losing the quintessential human touch.

Commbox's mission is to pave the way for companies worldwide to become autonomous enterprises, without losing their quintessential human touch.

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