



Household Goods Retailer – Transforming Customer Engagement with Sartz Solutions

Overview

A leading household furniture and appliance retailer serving the middle to lower-income market across South Africa, Botswana, and Namibia, operates through two core segments:

- **Retail:** Selling furniture, appliances, electronics, and bedding.
- **Financial Services:** Providing consumer finance and “smart credit” options.

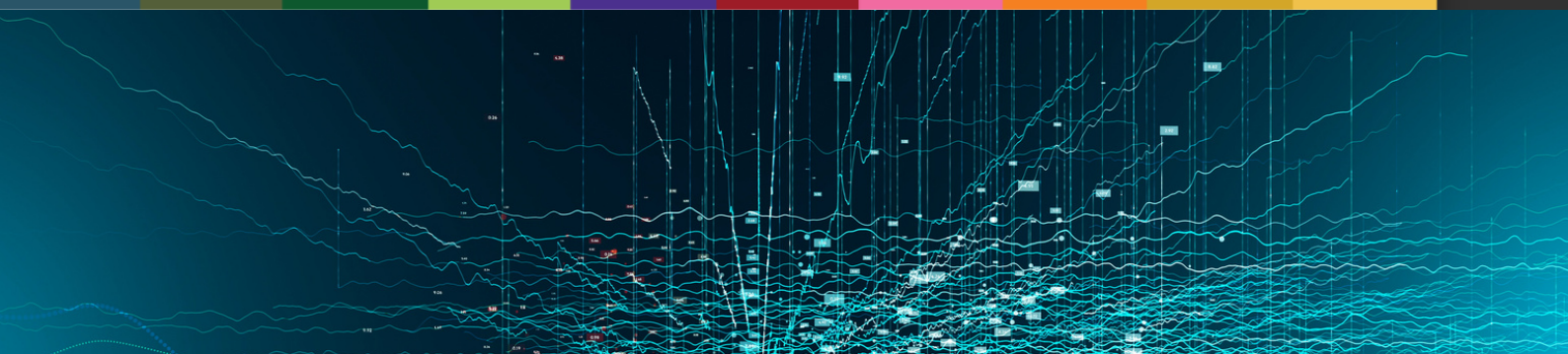
To support the Retailer's credit approval provider, Sartz Solutions developed an integrated platform accessible through WhatsApp and USSD, expanding customer access and enabling faster approvals. Fully automated applications designed to enhance and build a robust self-service, customer-friendly proposition.

Partnering with Sartz Solutions, the Retailer sought to modernise its customer engagement strategy by consolidating fragmented systems into a unified communications platform. The goal was to deliver seamless, multi-channel engagement while improving operational efficiency and customer satisfaction.



Objectives

- Accelerate credit approvals through additional self-service channels.
- Increase customer loyalty via proactive, positive engagement.
- Improve response times to customer queries.
- Provide real-time analytics and reporting across all interactions.
- Empower employees through training and adoption of Sartz Communications.



The Solution

Smartz Solutions deployed its omnichannel, two-way communications platform, unifying all customer interaction points into one intelligent interface.

Integrated Channels: SMS, WebChat, Email, Voice, WhatsApp Business, Meta Messenger, Telegram, and X.



Key Features

- **Unified Customer View:** Manage all inbound and outbound conversations on one screen.
- **Smart Dialler & IVR:** Boosted contact rates and agent productivity.
- **Interactive Templates:** Streamlined marketing campaigns and surveys.
- **AI-Driven Sentiment Analysis & Routing:** Real-time mood tracking and intelligent distribution of text-based interactions.
- **Comprehensive Dashboards & Reports:** Delivered actionable insights and performance visibility.
- **360° Interaction History:** Enabled faster, personalised issue resolution.

The system was securely hosted on Microsoft Azure, ensuring enterprise-level uptime, reliability, and security.



Customer Benefits

Through WhatsApp and USSD, customers gained convenient access to services such as:

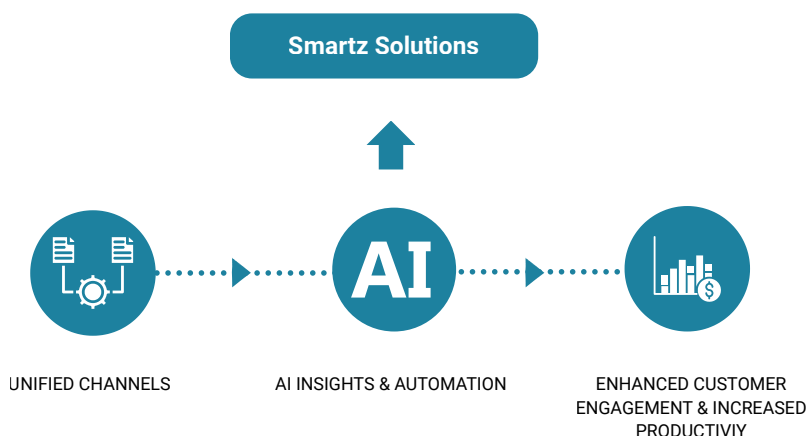
- Fast credit applications and approvals, with updates via SMS.
- Account balance viewing and payment options.
- Catalogue browsing through digital channels.
- Store locator, using a WhatsApp location pin.
- Direct contact with retailer's service team.

Results

The retailer achieved a measurable uplift in customer satisfaction, engagement quality, and response speed.

Agents experienced a streamlined workspace and improved first-contact resolution, while management benefitted from data-driven insights.

AI-powered routing and sentiment analysis enabled more personalised, meaningful interactions.



Conclusion

The Smartz Solutions platform empowered the retailer to unify its communications, digitise engagement, and build an insight-driven service environment - setting a new benchmark for proactive, personalised, self-service driven customer experiences across Southern Africa.

Get Smart. Get **Smartz.**



info@smartz-solutions.com | www.smartz-solutions.com

South Africa | +27 10 065 0060 | 66 Mandeville Road, Bryanston, Johannesburg, South Africa
Mauritius | +230 484 0573 | Office 1EI, 1st Floor, Nautica Commercial Centre, Black River, Mauritius

