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PLUXEE AND ITS INNOVATIVE TRANSFORMATION:

Migrating to the cloud with Sabio & Genesys

SABIO

ABOUT PLUXEE

Pluxee, the global leader in employee benefits and engagement services, has emerged as an innovative force in the business landscape. Formerly known as Sodexo, the company became Pluxee in June 2023, marking a new beginning in its business trajectory.

Its mission is to create a personalised and sustainable experience, offering a wide range of services designed to meet the diverse needs of employees and employers alike. From flexible pay to company-subsidised social benefits for use in restaurants, childcare, transportation, and much more. With a spirit of service, team and progress, Pluxee has a clear focus on care, respect and commitment to "its customer" and with a concrete focus on leaving a positive footprint on a daily basis in various sectors and countries, leaving a significant economic, social and environmental impact.
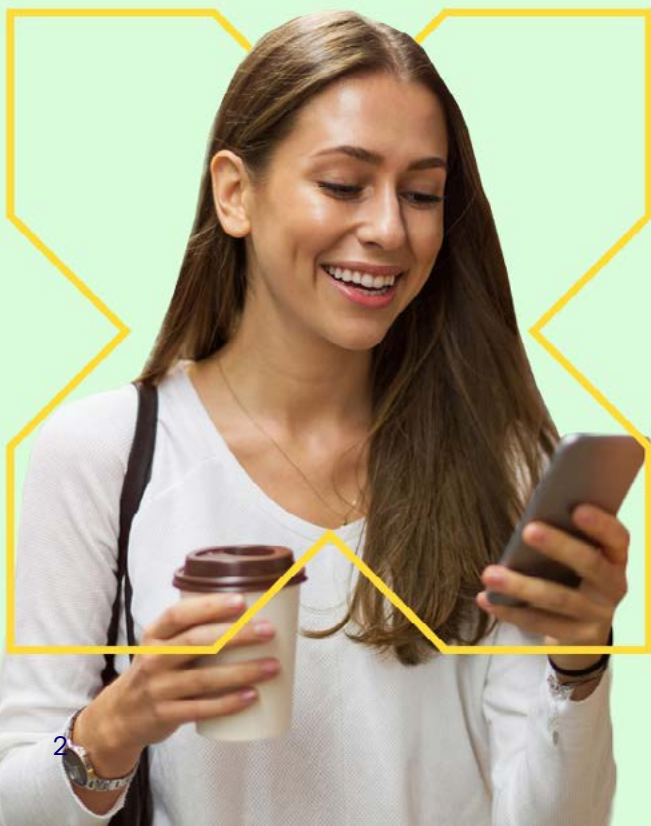
36m
users worldwide

500k
customers

1.7m
establishments

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THE CHALLENGE

Pluxee faced the challenge of adapting to a constantly evolving market where customer satisfaction is a priority. With the need to move away from traditional customer service systems, the company set out to improve efficiency and user experience.

THE SOLUTION

Pluxee's decision to migrate to the cloud and adopt an omni-channel solution in Genesys Cloud was critical for the business and marked an important milestone in its customer experience strategy. The implementation of this tool offered a significant improvement in query speed and efficiency.

THE RESULTS

Pluxee's implementation of Genesys Cloud has generated a number of tangible benefits for the company. It now plans to expand to incorporate Speech Analytics, workforce planning and management and introduce further process automation, including linguistic layer enhancements and call type automation.

28% uptake
of interactions through automated handing

24/7 service
Ability to respond immediately

3.5 months
Integration of Genesys Cloud solution, completed in a record time

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THE CHALLENGE

With an issued turnover of €19 billion, Pluxee faced the challenge of adapting to a constantly evolving market where customer satisfaction is a priority. With the need to move away from traditional customer service systems, the company set out to improve efficiency and user experience. This meant offering a more technical and approachable service, without causing disruption to its operations and through a platform that would centralise all operations and interactions across all its channels.

A STRATEGIC PARTNERSHIP

Due to the growing demand for efficiency and the rapid digitalisation of the market, Pluxee decided to join forces with Sabio and Genesys to strengthen its position in the sector and address its customer relationship needs. This strategic partnership sought to leverage Pluxee's technology and consolidate its presence in both the domestic and international markets thanks to Genesys Cloud, the leading cloud contact centre solution that allows it to nimbly adapt to the changing demands of the market, offering more efficient and personalised services.

> "
> We needed to modernise, to take a step towards digitalisation in order to adapt to today's employees and customers, as well as to reach out to future generations and current generations who are entering the labour market today."
>
> Carlos Celis,
> Head of Customer Service & Digital Operations,
> Pluxee Spain

GENESYS CLOUD AS AN OMNI-CHANNEL SOLUTION

Pluxee's decision to migrate to the cloud and adopt an omni-channel solution such as Genesys Cloud was critical for the business and marked an important milestone in its customer experience strategy. The implementation of this tool offered a significant improvement in query speed and efficiency, essential elements in ensuring a positive user experience. In addition, the dependency on systems and the need to connect to multiple databases required an agile and robust solution. The security offered by the Genesys cloud solution was also a crucial factor in this migration, with extensive analysis of certifications and security protocols carried out before the decision was made. This aligned perfectly with Pluxee's needs, especially considering its focus on the financial services sector, where security is paramount.

> " We migrated to the cloud for security, transparency and agility in queries, attributes unattainable without a cloud solution."
>
> Carlos Celis, Head of Customer Service & Digital Operations, Pluxee Spain

In addition, Pluxee expanded its reach by covering a variety of channels, including voice, email, web forms, chat and Whatsapp, all seamlessly integrated into a single platform through collaboration with Salesforce. This omni-channel integration was achieved seamlessly and allowed contact centre agents to access all necessary tools seamlessly, improving operational efficiency and customer experience. The ability to interact with customers through their preferred channel and provide fast and effective responses became a key competitive advantage for Pluxee.

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Hola, soy Alex, el voicebot operacional de Pluxee.

INTEGRATION IN RECORD TIME

The integration of the Genesys Cloud solution into Pluxee was notable for its speed and efficiency as it was completed in a record time of just three and a half months, from the initial discovery phase, crucial to understanding the needs and workflows, to the final implementation - an achievement that reflects the commitment and professionalism of all teams involved. From these initial discovery stages, which were fundamental for an effective integration of the solution into Pluxee, to the final implementation, this process involved not only the incorporation of new communication channels such as WhatsApp and chat, but also a complete overhaul of existing systems. This included restructuring IVR trees and integrating with over 25 web services, adapting to the complexities of a diversified and highly connected operating environment.

This integration highlights the importance of investing effort to work through a very detailed discovery phase, a stage that is not advisable to cut short for the sake of moving forward quickly. This meticulous approach was crucial to understand the interdependencies within the company, not only with the operational team but also with the internal technical departments, ensuring that all aspects of the project were considered and technical needs were fully understood. The close and dedicated collaboration between the Pluxee, Sabio and Genesys teams enabled complex technical challenges to be overcome, such as the development of 25 web services endpoints with extensive query layers, demonstrating the importance of robust upfront planning and design to avoid delays and ensure a successful launch.

The success of the integration is also attributed to the clarity of the project vision and the precise definition of the final deliverables. It was precisely this clarity, along with the time spent on the initial study and design, that allowed Pluxee to avoid common mistakes and make necessary adjustments without negatively impacting the overall progress of the project. Lessons learned included the importance of effective communication and a thorough understanding of the project's needs from the outset, considering that the time invested in the discovery phase and the development of functional documents was essential to the long-term success of the technology integration.

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> The implementation of Genesys Cloud at Pluxee has transformed not only how we interact with our customers, but also how we support employees. Constant innovation has been crucial to improving both the customer experience and internal operations, reaffirming our focus on excellence at every step."
>
> Nicola Mazzucotelli,
> VP Sales Italy & Iberia en Genesys

RESULTS ACHIEVED AND BENEFITS

Pluxee's implementation of the cloud solution has generated a number of tangible and intangible benefits for the company:

1. **Improved customer experience:** Pluxee has achieved a modern service image with 24/7 service, improving constant accessibility and therefore the user experience. The ability to respond immediately reinforces the perception of a service that is always accessible and secure.

2. **Increased operational efficiency and process automation:** The implementation of process automation has enabled a 28% uptake of interactions through automated handling. This level of automation not only improves efficiency by reducing manual workload, but also allows agents to focus on more complex and higher value interactions.

3. **Optimising the user experience through omni-channel integration:** The integration of different channels into a single tool has simplified the process for agents' work, allowing them to handle chats, WhatsApp messages and calls from a single screen, improving both the user experience, by providing one more service, as well as the team's productivity.

4. **Continuous improvement and adaptation:** Embarked on the path of innovation, Pluxee is focused on continuously improving its service, adapting to the changing needs of customers and the new ways in which they communicate, exploring the new advanced functionalities offered by the cloud to further improve services and processes hand in hand with Sabio.

THE FUTURE OF CONTINUOUS INNOVATION

Pluxee plans to expand the integration of the cloud solution with the implementation of Speech Analytics, workforce planning and management solutions, and further process automation, including linguistic layer enhancements and call type automation. In addition, following the success experienced at the group level, the company is considering extending these solutions to other countries as part of a global migration strategy to similar services and platforms.

The strategic partnership with Sabio and Genesys has enabled Pluxee to improve its customer experience and operational efficiency by implementing advanced cloud solutions. With a clear vision for the future and a focus on continuous innovation, Pluxee is poised to continue to lead the global employee benefits and engagement market.

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> The collaboration between Sabio Group and Pluxee to implement Genesys Cloud has demonstrated that putting technology and flexibility at the service of employees not only improves operational efficiency, but also elevates the customer experience to new levels. We are proud to have been part of this significant change and look forward to continuing to support Pluxee on its journey towards customer service excellence.
>
> Gabriel Rodriguez,
> Managing Director of Sabio Group in Iberia