# A real case — the journey rebuilt across three channels

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Eight days, four interactions · fictional document

**Fictional document — demonstration example**

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**Fictional document**, produced for the demonstration. The case below is that of an invented customer who used all three channels in eight days. **It shows what the adviser used to see, and what they have in front of them now.**

## The timeline, as it appears

| Date and time | Channel | Content | What is recorded |
|---|---|---|---|
| Monday 3rd, 9.14 p.m. | Email | Sofa delivered with a leg missing, photo attached | **Order number recognised automatically** |
| Tuesday 4th, 9.02 a.m. | Email | Part identified in the ERP, available within 5 days | **Delivery commitment placed at the top of the thread** |
| Thursday 6th, 2.40 p.m. | Phone | Asks for the fitter to come back | **The adviser had read the exchange before picking up** |

| Date and time | Channel | Content | What is recorded |
|---|---|---|---|
| Monday 10th, 11.27 a.m. | Chat | Dispatch tracking | Answer from the ERP in three seconds |

## Before and after, on the same situation

| Step | Before | With the single thread |
|---|---|---|
| Tools opened by the adviser | 3 windows | **1 page** |
| Order number | Asked of the customer again | **Recognised** |
| **Time between picking up and the first useful answer** | **2 min 40** | **20 seconds** |
| Facts restated by the customer | Twice | **Never** |
| Tuesday's commitment | To be found in the inbox | **Shown at the top, with its date** |

## What showing commitments corrects

| Measure over 18 months | Value | Treatment |
|---|---|---|
| **Complaints about a commitment made on another channel** | **1,340** | **Commitment shown at the top of the thread, alert the day before it falls due** |
| Complaints of the same kind, over the quarter followed | **11** | Alert live on all three channels |

**What this attachment demonstrates:** the value of the thread is not technical but comes down to one thing — **the customer told their story once, and the commitment made on a Tuesday evening is still visible the following Monday.**



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