

Company: CarrefourSA, Istanbul, Maltepe
Nomination Submitted by: Business Awards Consulting
Company Description: CarrefourSA has been a pioneer in food retailing in Turkey since 1996 through a partnership between Sabancı Holding and Carrefour Group. With 15,000 employees, 1,250+ stores, and carrefoursa.com, it offers 50,000+ products under “Hyper, Super, Gourmet, and Mini” concepts at affordable and quality prices
Nomination Category: Customer Service Categories
Nomination Sub Category: Best Crisis Response in Customer Service
Nomination Title: Customer FootPrint Center



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:
3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments in this category since 1 January 2023:

Total 600 words used.

When Covid-19 restrictions hit in 2020, Turkish shoppers moved online almost overnight; CarrefourSA’s digital order volume soared, yet the national e-commerce infrastructure lagged behind rising expectations.

Within months, warning lights flashed across customer-care dashboards. For online orders the **contact rate hit 43.2 %**, formal complaints reached **13.4 %**, only **53 %** of calls met the 20-second target, and customers phoned an average **3.65** times before issues were solved, sometimes waiting **147 hours** for full resolution. Although these figures mirrored a sector-wide crunch, CarrefourSA saw them as a springboard for reinvention rather than a risk.

Root analysis traced the strain to data silos: store POS logs, courier feeds, web click-streams and social feedback lived on separate islands, forcing teams to patch spreadsheets while pain points snowballed.

CarrefourSA strategically drew a roadmap: **Voice of Customer Strategy (2021)** not only captured feedback in one cloud, but also transformed customer experience into a company-wide mission rather than the responsibility of CX teams alone; **CX Trackers (2023)** visualized preventive KPIs in real time; and the **2025 Customer Footprint Center** now streams 100+ data sources, predicts friction before it happens, and arms agents to turn service moments into revenue. This phased journey set the stage for today’s measurable transformation.

Customer Footprint Center is a company-wide transformation engine built on CarrefourSA’s long-term Voice of Customer Strategy. Unlike traditional dashboards, the system doesn’t merely track what has happened it predicts what’s about to go wrong and activates revenue opportunities across all service channels.

The backbone of this transformation is real-time analytics across 100+ data streams from web behavior and callcenter interactions to in-store logistics and delivery performance. These insights are instantly visible to frontline agents, enabling them to take timely, personalized, and proactive actions that were previously impossible to scale.

For example, analytics revealed that a significant portion of customer service calls were about stock inquiries. CarrefourSA responded by deploying Türkiye’s first automated stock inquiry solution through WhatsApp and chatbot platforms. This reduced stock-related call volumes by 38% within just three months and created direct cost saving of TRY110K while also improving service levels system-wide and freeing up agent capacity for more value-adding interactions.

More significantly, the Contact Center evolved into a revenue driver. By analyzing customer intent data and shopping behaviors, agents initiated targeted callbacks to users who abandoned purchases or showed interest in key products. Without increasing headcount or forming a separate sales team, these proactive efforts generated TRY 95.9 million in additional revenue in 2025YTD, redefining the strategic role of the service function.

Every action stems from a single insight: that every customer interaction is either a risk or an opportunity. The Footprint Center helps the organization seize the latter, at scale, with precision, and without inflating costs.

What sets CarrefourSA’s Customer Footprint Center apart is not just the data architecture, but the mindset it institutionalizes: service is not a cost, it is a growth driver. The system redefines what contact centers can achieve when treated as insight hubs rather than complaint collectors.

The system also led to industry firsts. CarrefourSA became the first retailer in Türkiye to launch AI-powered stock inquiry services across digital channels, reducing call burden and improving customer autonomy.

Most remarkably, this transformation happened without increasing operational costs. With the same number of agents, CarrefourSA’s Contact Center turned from a support cost into a revenue generator, contributing three times its operating cost back to the business.

In a sector where CX is often reactive, CarrefourSA flipped the model. The Customer Footprint Center doesn’t just answer questions it finds the next one before the customer has to ask.

4. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 110 words used.

- This strategic leap is visible in the KPI shifts. Thanks to proactive resolution tools, e-commerce contact rates dropped from 43.2% to 17.6%. Average resolution time plunged from 147 hours to just 6.5 hours, a 95% improvement. Formal complaints decreased by more than half, while first call resolution rose to 87%. These gains represent not only improved efficiency, but restored trust in digital shopping.
- On the revenue side, predictive analytics enabled the Contact Center to identify, segment, and re-engage churned customers through targeted interventions. The churn win-back rate rose to 12.5%. Meanwhile, online order volumes grew by 32.5%, proving that operational excellence directly fuels customer conversion.

Attachments/Videos/Links:

[Customer FootPrint Center](#)

[REDACTED FOR PUBLICATION]