



Company: Africa Internet Group / Jumia

Name: Emmanuel Chavane

Position: Jumia Global CTO

About Jumia:

Jumia is the number one online shopping destination where Africans can shop the widest selection of electronics, fashion, home appliances, kid's items and have them shipped directly to home or office at convenience. Founded in June 2012, Jumia is an avant-gardist that became a front-runner with robust core values of best-in-class delivery, innovation, and a customer-centric approach at all times. Jumia's vision is to become the largest retailer in Africa by changing the way Africans shop and offering them a unique customer experience.

The problem:

As any business of its size, Jumia requires a specialised team for IT support: Launches & Support team. The numerous requests it handles every day from the several business units in diverse countries of the world challenge the team in terms of capacity and work organisation. Ticket distribution to the right team members, considering skills and availability had always been a problem, done manually by a supervisor or the team itself, somewhat inefficiently and in a time consuming manner.

The solution:

Round Robin stepped in and has successfully helped Jumia's support team to get that crucial part of their daily work under control. And it was quite simple to setup. In a nutshell, we imported the agents, defined rules to link ticket types and other ticket tags to specific agents or groups of agents, tweaked a few other parameters and that was pretty much it. The interface is quite intuitive and easy to work with so reflecting what we needed in the rules was a breeze.

The benefits:

Using Round Robin has allowed tickets to be assigned directly to the right agents every time, thus allowing the Launches & Support team to improve

significantly on key metrics like issue response time, team focus and productivity and above all, customer satisfaction rate.