

Retail & E-commerce

UAE

A Middle East retailer moved store and customer support requests into one helpdesk

A multi-store retailer replaced emails, calls and spreadsheets with tracked requests, so every customer and operational issue has a category, a priority, an owner and a visible status.



AT A GLANCE

INDUSTRY

Retail

REGION

Dubai, with stores across the Middle East

SIZE

Multiple stores and regional teams

PREVIOUSLY

Email, calls and spreadsheets

FEATURES USED

Work

Insight

01 The client

The client is a large retailer headquartered in Dubai, with stores across the Middle East and regional operations teams supporting them.

Stores, departments and regional teams all raise requests for help, some about customers and some about day-to-day operations. Central support teams have to pick each one up, route it and see it through.

02 The challenge

Issues were reported regularly, but handling them depended on emails, calls, spreadsheets and repeated coordination between store and support teams. With no central queue, requests could be delayed, missed or handled differently each time.

- Requests arrived by email and phone and were tracked in spreadsheets.
- Ownership was unclear, so some requests waited while others were handled twice.
- Stores called support again and again to ask about status.
- Service handling varied between stores, departments and regions.
- There was no single view of what was open, urgent or late.

03 What they set up in Asset Infinity

The retailer moved customer and operational support requests into Asset Infinity's Work feature, with categories, priorities, assignment and response tracking shared by stores and support teams.

Work

One queue for every store

Stores and departments raise requests from the web or mobile app, choosing a category and a priority, so every issue lands in the same place.

Work

Assignment by team

Each category routes to the right store, regional or support team, and the person who takes it is named on the request.

Work

Response targets and escalation

SLA timers track response and resolution. Requests that wait too long trigger reminders and escalate to a supervisor.

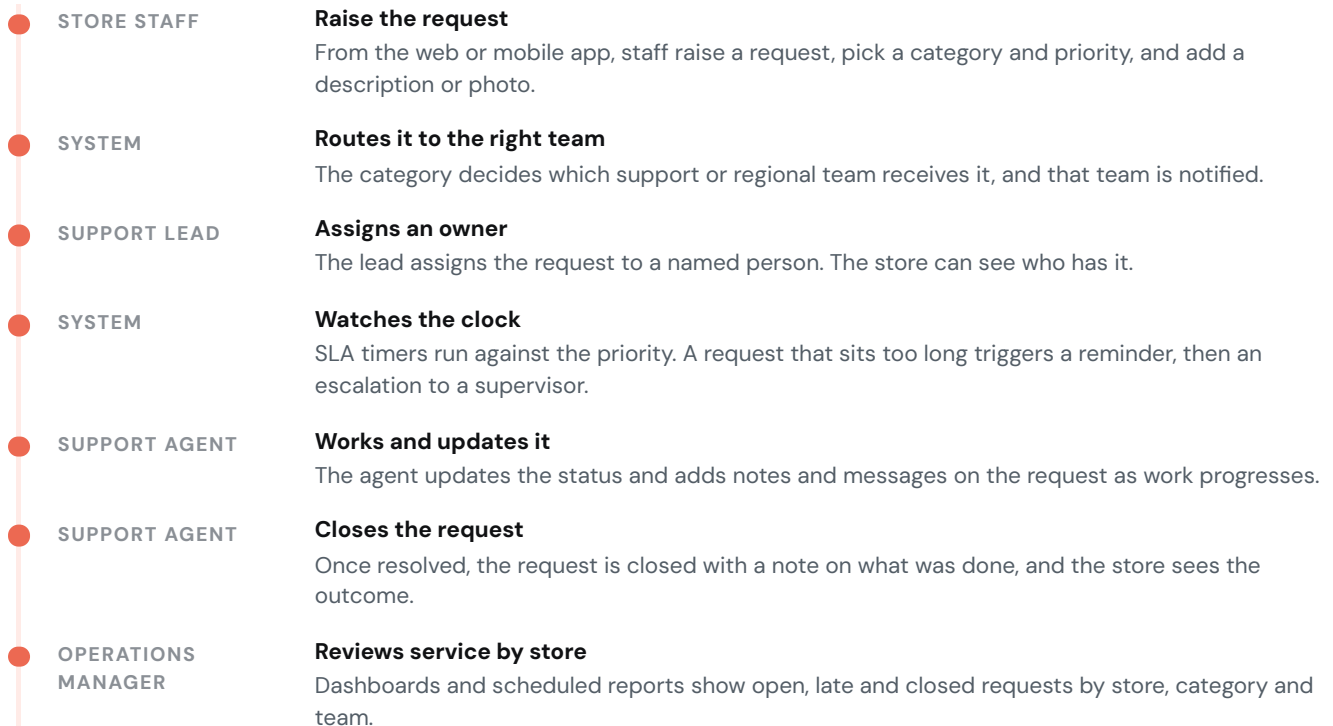
Insight

Status everyone can see

Dashboards show open requests by store, category, priority and owner, so pending actions are visible without a phone call.

04 How it works day to day

Here is how a store's request for help runs now.



05 Before and after

	BEFORE	WITH ASSET INFINITY
Raising an issue	Email, phone call or spreadsheet entry	A request with a category and priority
Ownership	Unclear who was handling it	A named owner on every request
Status	Stores called to ask	Visible on the request
Late requests	Missed or noticed too late	Reminders and escalation
Ways of working	Different in each store and region	One process for every store
Oversight	No single view	Dashboards by store, category and team

06 How it rolled out

1

Requirements reviewed. The team reviewed support channels, request types, response delays and the way each region worked.

2

Categories, priorities and routing set up. Request categories, priorities, assignment, escalation and closure steps were configured for each retail support need.

3

Teams trained and refined. Store and support teams were trained, and the setup was refined after go-live as usage was monitored.

07 The results

- Customer and operational requests from every store consolidated in one helpdesk
- Clear ownership across store, regional and support teams
- Fewer follow-up calls and emails to check on request status
- Faster assignment and response to support requests
- Better coordination between stores, operations and support teams

08 Why it worked

One place to ask

Stores no longer choose between email, phone and spreadsheets. Every request goes into the same queue.

Owners and clocks

Each request has a named owner and a response target, so delays are flagged instead of discovered.

Shared visibility

Store staff, support teams and managers all see the same status, which cuts the follow-up calls.

09 Looking ahead

The retailer moved from scattered emails and calls to one helpdesk shared by its stores and support teams. Each request now has an owner, a priority and a status anyone involved can check.

With every request recorded by category and store, the team can see where service slows down and which stores and issue types need attention.

See it on your own assets

A 30-minute demo, set up for a multi-store retailer.

The client's name is withheld for confidentiality. Results are as reported by the client.

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