



Polish e-retailer, x-kom, uplevels service quality using Dynamics 365

x-kom is an established retail and e-commerce group in Poland known to clients for its three online stores—Combat, al.to, and x-kom. Since 2002, the group has continuously leveraged technology solutions that efficiently cover clients' ordering and delivery needs. To keep up with a fast-paced market, x-kom decided to streamline operations by moving to the cloud. Using Microsoft Dynamics 365 Finance and Operations, it built an omnichannel platform for its marketplaces and delivery partners. As a result, it improved its delivery promise and boosted its level of service.

Customer

x-kom

Website: x-kom.pl/

Country: Poland

Industry: Retailers

Customer size: Large
(1,000 - 9,999 employees)

Customer profile

With a team of nearly 2,000 employees, x-kom is a group of companies from Poland that operates some of the most well-known online stores in the country.

Software and services

Dynamics 365 Finance and Operations
Dynamics 365 Customer Service

"2020 was a game changer for retail. Online sales ballooned, and retailers everywhere had to step up their game in customer experience. We had to be incredibly quick on our feet, and not just for promotional events like Black Friday, but every single day."



Przemysław Ladra,
Vice President, x-kom

In 2002, x-kom opened its first stationary store in Częstochowa, Poland. Since then, the company has consistently grown, now employing approximately 2,000 employees. People all over the country buy from the group's online stores, from computer and electronics goods on [x-kom](#), to home appliance goods and toys on [al.to](#), to shooting sports and survival equipment on [Combat](#). To reach more customers and accelerate lead times, x-kom opted for an enterprise resource planning (ERP) system upgrade.

A cloud-based omnichannel environment

"None of our systems were interconnected, meaning a lot of processes, from data entry to reporting, had to be cross-checked manually, which was very time-consuming. Implementing a new payment method, for example, was a hassle," says Marcel Klaja, Dynamics 365 Specialist at x-kom. "We were looking for a solution that could centralize our internal systems, speed up our time to market, and ultimately improve the buyer's experience."

After consulting with technology partner, XPLUS, x-kom decided to use Microsoft Dynamics 365 Finance and Operations to integrate with its marketplaces and delivery companies. "The solution best fitted our business model, as it's very responsive and scalable, and allows us to engage with our different store customers, no matter the channel they use," Klaja explains.

Promising quality delivery no matter what

The COVID-19 health crisis—and ensuing lockdowns—generated unprecedented urgency. "2020 was a game changer for retail. Online sales ballooned, and retailers everywhere had to step up their game in customer experience. We had to be incredibly quick on our feet, and not just for promotional events like Black Friday, but every single day," says Przemysław Ladra, Vice President at x-kom.

"Before, most of the orders had to be processed manually. Now, with Dynamics 365 Customer Service, the entire sales process is automated. Once the client clicks the "BUY" button, in just 6 minutes the distribution center can see the order and send it on its way. It only involves a salesperson if the system sees an issue, for example, if the product isn't in stock," notes Klaja.

Customers have felt the difference in the quality of service. "Up to 80 percent of orders placed by 4:00 PM are delivered the next morning. This is a significant efficiency boost for the stores. We're able to send 27 percent more orders than last year," adds Kamil Szwarbuła, PR & Communication Team Leader at x-kom.

Moving forward, x-kom plans to adopt more cloud solutions. "We'd like to expand our partnership with Microsoft and are currently analyzing solutions to support us in our 'x-kom Go Green' project," concludes Ladra.

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