Leading UK agency transforms customer and employee experience with cloud contact centre solution

Customer:
UK Ministry

Industry:
Public Sector

Challenge:
Create a more efficient, customer-centric contact centre with smarter reporting and digital channels

Solution:
8x8 X Series platform backed by CW Squared professional services, systems integration know-how and change management expertise

90% reduction
in call waiting times

30,000+ calls
answered within 30 seconds

Valuable resources
freed up to help public and legal professionals

Energised by innovation

This UK government agency wanted to create a virtual customer service centre across multiple locations but was constrained by outdated technology. Each site relied on limited, siloed communications systems connected to the public telephone network with legacy technology.

So, inbound capacity was swamped by queuing customers at busy times, resulting in new callers getting the engaged tone. Even worse, key performance metrics like abandoned calls, average handle time and first call resolution rates were complete blind spots.

Top priorities were to make the service less confusing, easier to navigate and more responsive to the public's needs. First, by ensuring every user felt treated with respect, swiftly and fairly. Second, by moving to a more efficient contact-centre-as-a-service model with smarter reporting and digital channels, boosting CX and value for taxpayers.

Striking match for a growing business

8x8 X Series cloud communications scored highest among approved suppliers for scalability and speed of deployment. Unlike other solutions it also came with in-built CRM.

Overseen by CW Squared, the new cloud deployment focused strongly on the often-overlooked change management aspects of large-scale IT projects. A purpose-built virtual training environment provided 400+ staff with advance coaching on 8x8 contact centre features. For the first three switchovers, 8x8 professional services teams attended on-site, ensuring agents were comfortable with the new platform. That paved the way for seamless migrations in two major UK cities.

Designing faster IVR self-service flows, integrating Payment Card Industry compliance software with the agency's payment system, and building work allocation tools were just some of the technical challenges solved by CW Squared. Customised locally, the 8x8 solution was rigorously checked for strict compliance with requirements such as Government Digital Service (GDS), General Data Protection Regulation (GDPR), Web Content Accessibility Guidelines (WCAG) and CREST-accredited IT healthcheck standards.

"We were looking for a reliable solution that was quick to implement and easy to scale."

Agency spokesperson

Superior customer and agent experience

The previous divide between front and back office functions has been replaced with a more blended and varied workstyle. With greater job enrichment agents can hone new skills in different disciplines. And, unlike before, they're able to multi-task, effortlessly switching between calls and webchat – a new option introduced for customers looking for immediate information and support online.

Service levels have risen dramatically. Call waiting time has dropped by 90%. Freed from having to constantly re-key information, agents now work more productively and serve more customers. 8x8 intelligent routing directs callers to the best-placed agents with the right skills and knowledge. During the first 12 months the agency answered 30,000 calls within 30 seconds, a stark contrast to when calls would get bumped and not even make the queue.

Data is no longer buried in spreadsheets. The new workforce management tools help ensure the right resources are in the right place at the right time. Supervisors always have their fingers on the pulse with an instant view of customer journeys, queues and service performance. With better intelligence and analytics, it's also much easier to adjust call flows.

Futureproofed

PCI compliance is more robust. Project managed extensively by CW Squared, a PCI Pal secure payment solution allows any agent to take a payment just by clicking a button. This triggers a custom-built pop-up script, ensuring consistent handling and allowing call recording to be paused to omit sensitive information, such as the customer's card details.

At the time of the deployment, the agency was in discussions with staff and trade unions about extending office hours. So, CW Squared pre-configured the 8x8 cloud platform to take account of this future requirement, again saving on expense and effort. That innovation recently took place painlessly enabling the agency to open on Saturdays and extend coverage to 8.00 p.m. weekdays. Once again, making it easier and more convenient for customers to get the advice and support they need.

CW Squared

Get in touch today

Let's take your organisation to where you want to go.
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