



Case Study

From on-premise to cloud: Achieving contact centre transition for efficiency



The client

An independent British organisation focused on promoting energy efficiency, sustainable energy use, and low-carbon transport.

The client works towards a smart, decentralised energy system, empowering millions of households yearly and collaborating with governments and businesses to implement transformative energy programs for a sustainable future.

They have partnered with Natilik for over six years, through massive organisational growth – from outsourced first line support to building an internal IT service desk and exponential business growth during the pandemic.

They have over 300 users across the UK, hosting Contact Centres in Edinburgh and Cardiff with other offices in Belfast and London.

The client's goal is to achieve rapid growth by capitalising on the scalability of digital services. While they will continue expanding telephone-based support, their primary objective is to invest in user-centric digital advice and tools to assist the increasing number of customers seeking advice, information, and support.

1992

Founded

4

offices in the UK

1M+

customers reached every year

Client Story: Utilities



The challenge

As a public facing service provider, the client needed to ensure that they could provide an excellent customer experience to all customers at every digital touchpoint, with the right technology in place to support them in doing so.

The client is dedicated to addressing climate emergency through energy efficiency and public awareness initiatives. As part of their commitment to this mission, they have set the goal of greenifying their technology, moving away from on premise solutions in favour of a cloud-first approach.

Their existing Contact Centre technology was not supporting their green goals, couldn't provide the flexibility and scalability that the team required and had a high server footprint.

Finally, the client needed a solution which would provide interoperability with Microsoft Teams and, critically, the in-depth data and analytics they had been missing to take their Contact Centre to the next level.



Lack of analytics

The legacy solution couldn't provide the analytics that the client needed to gain visibility of the efficiency of their Contact Centre, making it difficult to access the information required for optimising their call centre experience.



On-premise solution

The client's existing Contact Centre technology was all on-premise which didn't align with their goals to become a greener organisation, didn't support their overall journey to the cloud and lacked the flexibility they needed to grow.



Hindered agility

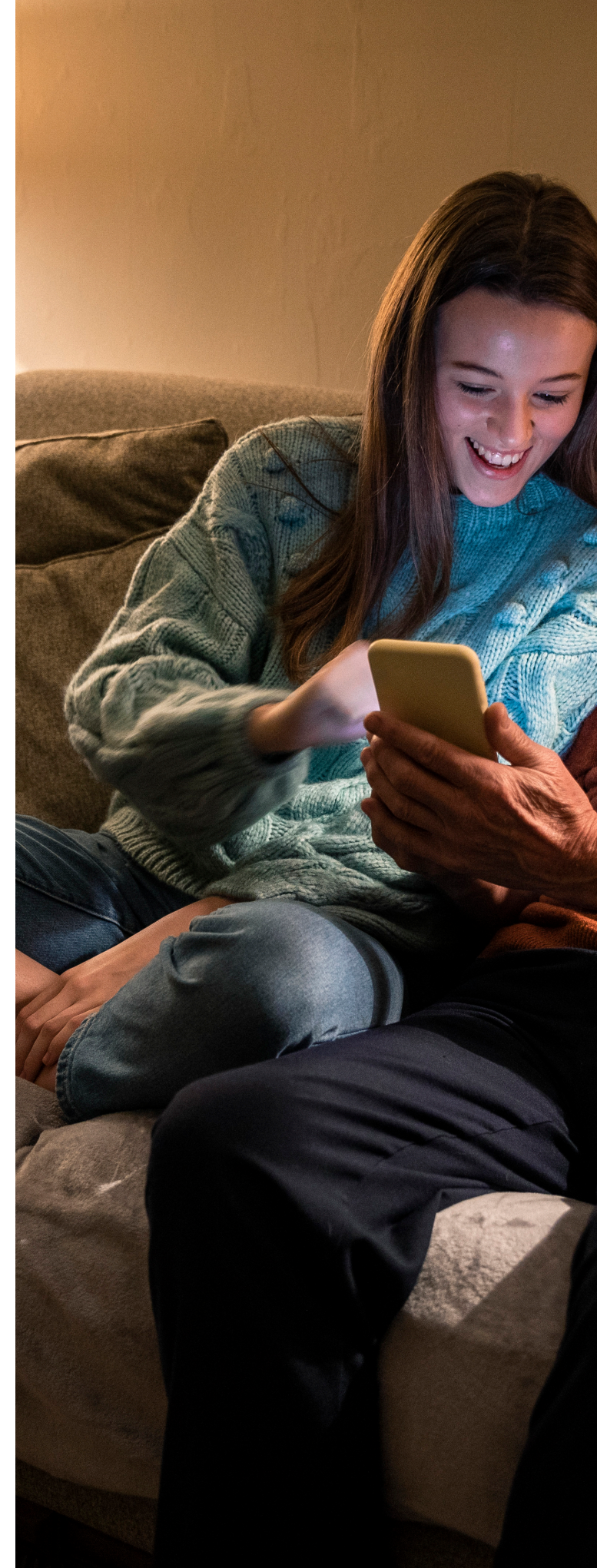
The legacy solution was hindering the agility of the business. Setting up new contracts was time consuming and complicated, often taking up to six weeks for the Contact Centres to be set up.

The solution

The Natilik team implemented a solution which replaced the client's legacy technology with a unified, fully cloud offering made up of Cisco Contact Centre and Cisco Webex Calling technology. Natilik manages the client's full end-to-end voice experience, from the moment a member of the public dials a number on the client's website right through to an agent answering the call, hosted in the Natilik Cloud.

Natilik has also implemented the full Cisco WFO suite providing the client not only with basic call recording but also with quality assurance powered by speech analytics and workforce management.

The team at Natilik worked against tight delivery timeframes to ensure that the entire project across 3 sites was completed within ten weeks, before the support on the client's existing solution became end of life.





Project steps



01. Discover

Natilik completed several in-depth audits to ensure they fully understood the client's environment and what challenges their current technology set-up was causing. They also completed agent analysis to fully understand the agent experience and what the key business drivers were for the client to ensure that the proposed solution would meet all of their requirements.



02. Design

Drawing on their extensive knowledge of the client's business, including awareness of seasonal fluctuations affecting their solution needs, the Natilik team was able to design a solution which was the perfect fit for the client.



03. Transition

To ensure a seamless transition over to the new technology without any disruption, the Natilik Service Transition Team worked with the client's operational teams, achieving full operational readiness from day one.



04. Manage

All connectivity is fully managed by Natilik and the entire solution is fully supported by the 24/7 Tech Support team.



05. Success

Natilik created a tailor-made training and adoption programme, consisting of custom user guides, videos and content which enabled the team at Natilik to train all 80 agents in a week and can still be utilised for new agents today.

The outcome

The client now has a completely cloud-managed Contact Centre and Calling solution which supports over 80 agents.

The new solution is fully managed and supported by our 24/7 Tech Support team, providing the client with peace of mind that any issues that do occur will be quickly remediated. The client's agents can now focus on providing a great customer experience with the knowledge that their technology and tools are there to support them.

The additional visibility the solution provides allows the client to access key analytics which can be used to continuously improve their customer experience and boost efficiency. They have also seen an improvement in the reliability of the solutions, with 100% availability in the first year of the solution being live vs previous year which saw severe major system outages due to the solution approaching end of support. As a result, the client has seen a vast improvement in their engagements which is being reflected in the volume of positive customer feedback online.



Project outcomes



Simplicity

The client's initial solution was made up of several different tools and products, creating an overly complex environment which was time-consuming to manage. The team now has one, fully unified, cloud-based platform which provides all the tools, visibility and analytics they need to work as efficiently as possible.



Scalability and agility

The client's teams need the ability to set up new starters whenever there is a new problem or queue that they need to take on. The new solution provides them with the agility to make these changes easily and has reduced the time it takes to set up a new Contact Centre from six weeks to three days.



Intuitive management

The client is empowered with a dedicated self-care portal, enabling effortless self-administration and management. This not only enhances operational efficiency but also helps the client maintain its world-class reputation and high NPS feedback from clients and stakeholders.



Improved customer experience

The client is a business which delivers services to consumers and in doing so is open to reputation damage, scrutiny and negative business impact as a result of bad user experiences. The client's new solution helps to ensure a positive and seamless customer experience as their cloud managed solution offers a flexible service which can anticipate demand.

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