

Gaming and Entertainment

Enabling best in class customer service

Through a next generation contact centre platform



The Client

A UK based gaming and entertainment business founded in 1994.

This company is focussed on ensuring their games are accessible, allowing their customers to be able to play anywhere, at any time and on any device.

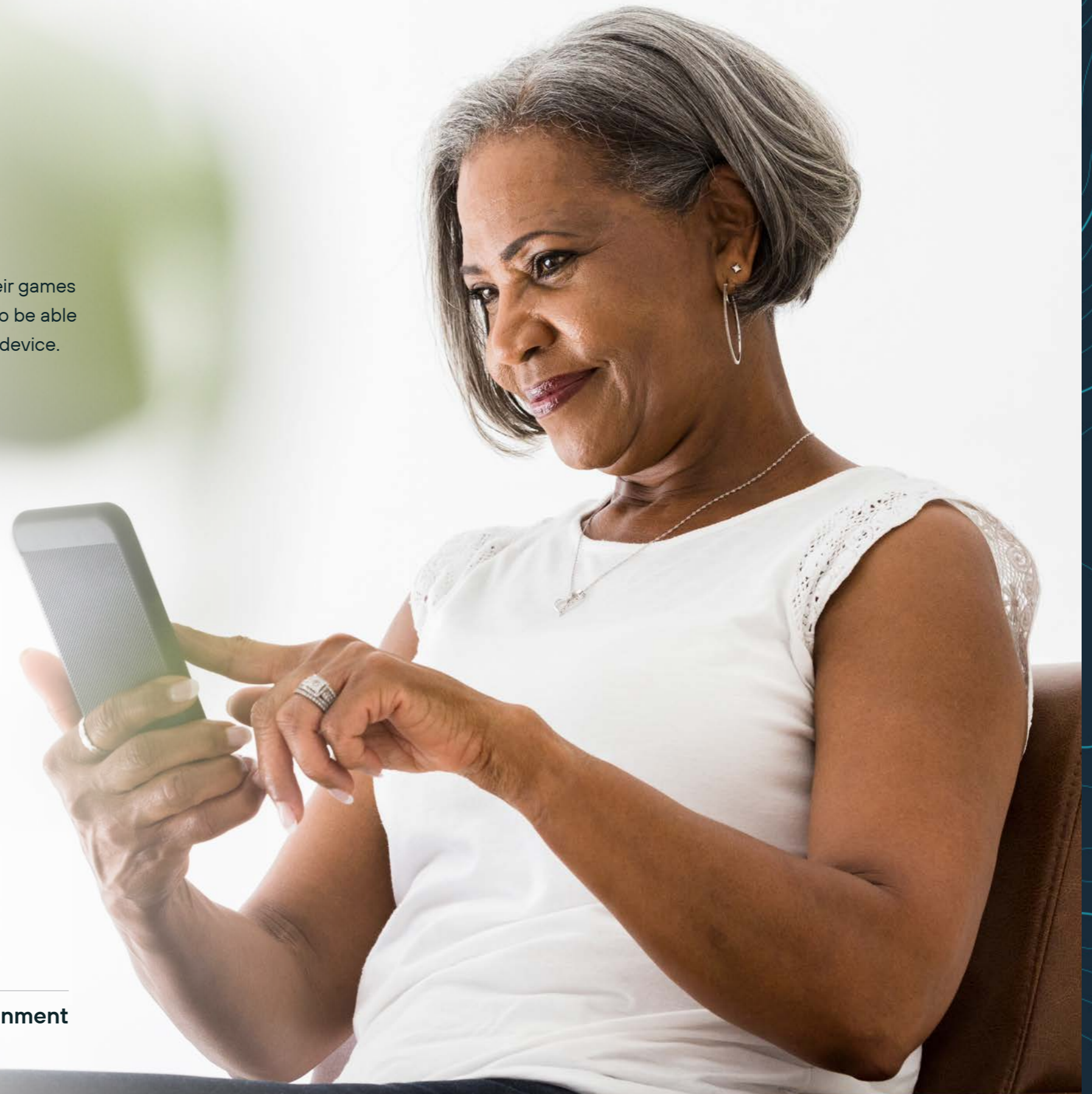
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More than 25 years of experience designing exciting games

1,000+

People in its UK offices

Client Story: Gaming and Entertainment



The Challenge



Best in Class Experiences

The client's contact centre platform is their foundation to enable them to deliver best in class customer and retailer services. The ability of the platform to help the client innovate and continually improve their customer experience is critical to ensuring they keep their competitive advantage. By partnering with Natilik, the client was able to deliver a next generation contact centre platform, freeing them up to focus on their desired business outcomes.



Business Objectives

Throughout the project, Natilik held multiple requirements workshops with the client's business units and leaders. This enabled the Natilik team to gather detailed information for all the key deliverables which ensured the new platform would be technically suitable but also deliver against the client's business objectives and critically, regulatory requirements. Workshops explored aspects including the supporting network infrastructure, the use of cloud as well as key functional needs such as a single agent omni-channel desktop, knowledge management, quality monitoring capabilities, speech recognition, better reporting capabilities and other tools that aim to simplify day-to-day operations.

The Solution

Streamlining a complex solution

The new solution provided the client with a contact centre platform using Cisco's Unified Contact Centre Enterprise and Cisco Unified Communications Manager, all complemented by a suite of Cisco ecosystem partners to further enhance its capabilities.

The solution enabled self-service and computer-telephony integrations to provide streamlined customer experiences. This was delivered using interactive voice response, speech recognition and dual tone multi-frequency (DTMF) capture technologies.





Natilik's approach consisted of:



Empowering the client's team

Agents were provided with best in class capabilities including a single view of all customer interactions within a contextual omni-channel desktop. A range of productivity tools and integrations to other business systems such as CRM provided a seamless experience. An omni-channel capable campaign manager provided the ability to run progressive and predictive outbound campaigns to their retailers.



Simplified management

Supervisors, quality managers and team leaders were able to use end-to-end reporting and a unified view of the omni-channel interactions to glean useful information to make better informed business decisions. They were also able to simplify agent provisioning and day-to-day contact centre management for tasks such as updating audio prompts or business opening hours.



Capacity and Quality

Additional workforce optimisation tools enabled the contact centre team to work more efficiently as they could plan resourcing for peak times and identify training needs using call recording, screen recording, quality monitoring, speech analytics and workforce management.



Today and Tomorrow

The 'pre-production' environment included means the client could then test new configurations without affecting their live contact centre operations. The solution was deployed on-premises with a design that integrates into their back-end systems with the assurance of solution longevity as they partner with leading vendors through a single partner, Natilik, to coordinate future developments.

The Outcome

The Natilik design and engineering teams and the client's IT team worked through the day and late into the night to meet the non-negotiable date delivering the project on time and on budget.

On the opening day **800 employees** turned up for work and were able to connect and start work seamlessly.

Three key project outcomes



Better experiences

Channel choice transformed customer experiences whilst agents were empowered with rich insights at their fingertips. Customer service and loyalty was improved as interactions were humanised.



Unified solution

The single solution across all customer channels removed the silos between teams, components and functionalities, providing a holistic view of all players and retailers.



Future ready

The updated platform, with support and services to support future development, was delivered by a single responsible partner in Natilik, streamlining supplier and commercial relationships.



Begin your journey to transformation today

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