CREDIT CARD PROVIDER

CASE STUDY



THE CLIENT

One of the UK's top ten card providers. This business has always been about helping people succeed with credit, from providing innovative tools to the way it is driving positive change across the finance industry. This credit card provider prides itself on delivering simple clear and supportive services to its customers.

The 600 agents in this contact centre are tasked with connecting and delighting their customers to ensure an exceptional customer journey. In order for the agents to do their job to the best of their ability, it is important they have access to a stable and effective contact centre platform, that is not only the right solution for now but is able to provide scope for future innovation and development.

THE CHALLENGE

FIT FOR PURPOSE

The client's contact centre technology had evolved over several years, and as such was a mixture of PBX (Private Branch Exchange) and other contact centre systems. Due to the nature of the legacy systems, the team were encountering significant technical issues, including frequent outages. This meant that the existing platform was no longer meeting the needs of the business.

Age and historic fault resolutions meant that the existing system was non-standard, unsupported and no longer followed CISCO best practice.

Overcomplicated call flows and call recording led to problems that affected agent efficiency and productivity

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An incomplete lab environment was restricting testing, creating issues when any changes were rolled out.



High number of abandoned calls caused by disruptive spikes in CPU usage (up to 100% every minute)

PREPARING FOR TOMORROW'S INNOVATION

The various issues that the client was experiencing were not only affecting the day to day usage of the platform, but it meant that they couldn't deliver the innovations they wanted. The team wanted a platform that would enable them to explore future developments, such as omni-channel desktops combining email, chat, social and other channels as well as natural language voice interaction so they could continue to offer outstanding customer experience.

NATILIK'S APPROACH CONSISTED OF ...

THE SOLUTION

NATILIK: THE CONFIDENT GUIDE

To meet the challenges faced by the client, the Natilik team worked with its contact centre team to determine the best approach to the upgrade. Through a series of joint consultations, it was concluded that a standard upgrade would not be sufficient, and that in order to improve the existing technical issues that were affecting the customer service centre's performance, it was important to identify the root cause. After pinpointing some quick wins that would deliver immediate business benefit, the Natilik team worked with the internal team to build a road map that would target best practice and ensure that the upgrade would meet both current and future business needs.

The client appointed Natilik to deliver and support the entire system change, including responsibility to manage all vendors and technology that made up the solution, this meant the project could be run more efficiently and reduced administration time.

DISCOVER

Natilik completed a thorough technical audit and health check of the entire platform. The team used these findings to identify immediate remedies and to define target best practice architecture.

DISCOVER



deliverables

DESIGN

DESIGN



TRANSITION

Natilik held a series of The entire platform was workshops and showcase upgraded to align with the sessions with client target reference architecture. This was followed by stakeholders to understand current and future extensive testing of the requirements and to system to ensure all issues highlight pain points with had been resolved before the existing system. Using implementation. UC and CC this information. Natilik were deployed across two provided the client with a datacentres, including clearly defined and gateway refresh. documented roadmap and migration plan, Campaign management incorporating key software was implemented

tested before role out.

and EoS was phased out, to

centralise the solution. A

new test platform was

created to ensure that all

changes could be thoroughly

TRANSITION



To optimise the changeover and to minimise disruption, Natilik made use of out of hours to configure, migrate and load test the new platform. User migration was done on a queue by queue basis.

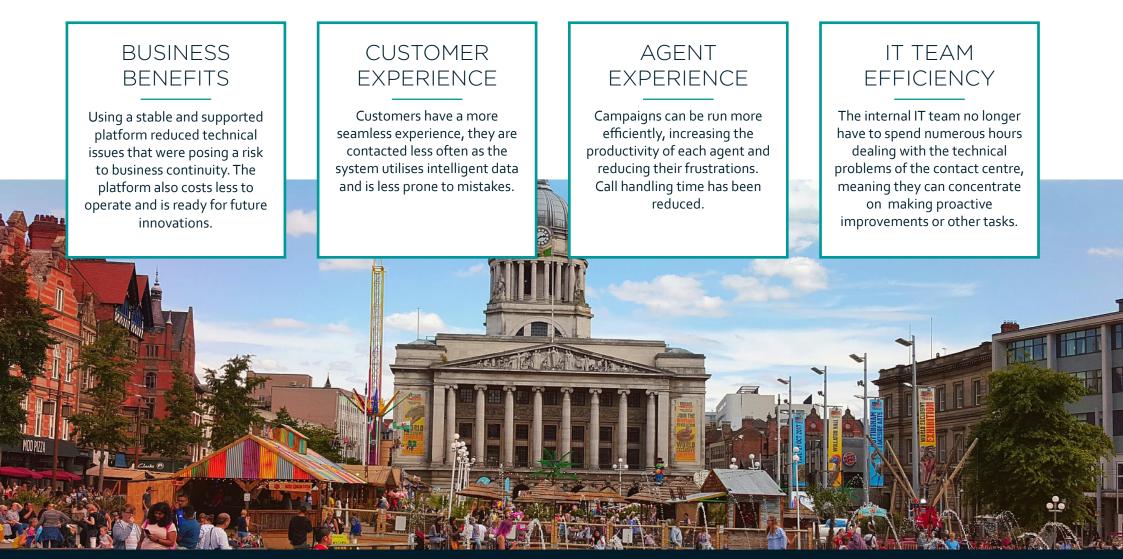
The Natilik and internal teams continue to work together to evolve the platform so the client can continually deliver outstanding customer service, increase agent productivity and drive business efficiencies.



MANAGE & OPTIMISE

THE OUTCOME

The client now has a contact centre solution that is right for the business and allows the team to concentrate on offering their customers great service. Natilik will continue to work with the internal team to explore future developments and opportunities, such as omni-channel desktops, workforce management, chatbots and artificial intelligence to enhance the customer journey, optimise the use of agents' time and to increase efficiencies.



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