

# Heating Company Cuts Costs While Improving Customer Service and Productivity with 8x8

*Swale Heating, independent heating company*



Swale Heating receives 10,000 customer calls per week and needed a communications solution that could handle large call volumes without making customers wait. 8x8 delivered a flexible, cloud-based solution that combines business phone service, unified communications and a contact center to improve the customer experience and increase employee productivity—all while reducing the company's communications costs by one-third!

Swale Heating is the biggest independent heating company in the South of England, servicing homes across Kent and Sussex. On average the company's contact center receives 10,000 calls per week, so the phone system needs to be robust enough to handle large call volumes even at peak times.

## On-premises PBX Kept Customers on Hold and Employees in the Office

However, Swale Heating's previous on-premises PBX only had a 30-line capacity for the entire contact center. The result was long hold times for customers, especially during the busy winter months.

The PBX system wasn't working well for employees, either. Swale Heating has a number of working parents and care givers who needed a more flexible work environment. The company wanted to give them the ability to easily work from home.

## 8x8 Cloud Solution Cuts Costs and Improves Customer Service

In January 2016, Swale Heating deployed a cloud-based 8x8 solution that combines Virtual Office, Virtual Contact Center and 8x8 ContactNow™ to provide Enterprise Communications as a Service (ECaaS). This industry-leading technology has not only reduced the Swale Heating's costs by one-third, it has also boosted customer satisfaction and employee productivity.



**Customer:** Swale Heating

**Industry:** Independent heating company

**Location:** Kent, UK

**8x8 Products:** Virtual Office Pro, Virtual Contact Center and 8x8 ContactNow

- Virtual Office Lines: 165
- Virtual Contact Center Seats: 60
- 8x8 ContactNow: As needed

**Favorite 8x8 Features:**

- Flexibility to quickly deploy
- Conference calling

**Primary Reason Chose 8x8:**

Needed a robust communications system that could efficiently handle large call volumes

**Website:** [www.swaleheating.com](http://www.swaleheating.com)



*Introducing 8x8's ECaaS solution was an obvious choice for us. We needed something that would work across the entirety of the business, was seamless to deploy and most importantly would boost the user experience for our customers—8x8 gave us all three.*

—**Jamie Monk**

Contact Center Operations Manager, Swale Heating

## Flexible Virtual Contact Center Reduces Call Hold Times and Increases Efficiency

8x8 Virtual Contact Center enables Swale Heating to handle much larger call volumes to better meet customer demand. The company now has 80 seats for customer service agents, and can use skills-based routing to match customers with agents who have the expertise to assist them. The new Virtual Contact Center also gives customers the option to receive a callback instead of waiting in queue, a feature that has become increasingly popular.

As a fast growing company in a seasonal industry, Swale Heating now has the flexibility to easily add contact center seats in winter during peak season and remove them in summer when business is slower. In addition, 8x8 enables the company can track and monitor inbound calls, allowing managers to plan capacity according to call volume throughout the year. To integrate Virtual Contact Center and retrieve Swale Heating's historical call records and agent status data, 8x8 used the injixo workforce management suite.

## Built-in Business Features Allow Employees to Work Anywhere Using Any Device

At the same time, 8x8 Virtual Office gives Swale Heating employees more options to work flexibly. The advanced business phone service features built-in audio- and videoconferencing and instant messaging for 160 seats. Calls can be transferred or forwarded to alternate numbers and devices, including smartphones, tablets and home phones, allowing employees to work almost anywhere as if they were in the office.

## Enhanced Communications and Campaigns Drive Customer Satisfaction

Implementing 8x8 ContactNow has enhanced customer communications and marketing campaigns. Swale Heating can now run relevant campaigns to communicate with customers and share emails and critical customer information between agents, providing faster call resolution and increased customer satisfaction.

## 8x8 ECaaS Works Across the Entire Business

Contact Center Operations Manager Jamie Monk says that "Introducing 8x8's ECaaS solution was an obvious choice for us. We needed something that would work across the entirety of the business, was seamless to deploy and most importantly would boost the user experience for our customers—8x8 gave us all three. The price point made the decision even easier for us and we've seen our costs cut by a third, a great reduction for any business."

Find out how 8x8 can help your business. Call **1.866.862.2811** or visit **[www.8x8.com](http://www.8x8.com)**

