

## How the Right Contact Centre Solution Helps Drive Customer Satisfaction

To remain competitive, and drive customer satisfaction, your business must communicate with customers using whatever channels they choose. While the traditional phone call still works, customers today also want the options to leave voicemail, request a callback, send email and chat. But not all call centre software handles all these channels—or integrates them well.

The right contact centre solution should integrate tightly with your CRM solution and add value to it. Your contact centre software should be able to capture all email, chat and standard telephony interactions and link them to the customer records database. Not only does this ensure continuity in all your customer communications, it gives the CRM database more information to use in constructing a better picture of your customers' behavior.

So how do you choose the right contact centre for your organisation? Following are three examples of forward-thinking businesses that found the right answer with cloud communication technology.

**AON**

prognoCIS  
By Bizmatics

EasyRoommate

VIVAstreet



## HR Consulting and Outsourcing Services Firm Enhances Customer Experience

**Customer:** Aon Hewitt

**Industry:** Employee benefits and pension administration

**Location:**

- Lincolnshire, Illinois (headquarters)
- Atlanta, Georgia
- Melville, New York
- Norwalk, Connecticut
- Newport Beach, California
- The Woodlands, Texas
- Winston-Salem, North Carolina
- Richmond, Virginia

**8x8 Products:**

Virtual Contact Centre: 363 seats

**Favorite 8x8 Feature(s):**

- Call recording
- Custom greetings
- Easy setup of new contact centres

**Time to Deploy:** 6 months

**Connectivity Type:** T1

**Vendors Replaced:**

AT&T, Verizon, Qwest

**Primary reason chose 8x8:**

Can set up contact centres quickly and administer them in-house

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

### Aon Hewitt

When SMBs need to outsource their HR business processes, they turn to Aon Hewitt. Aon Hewitt is the leading global provider of risk management, insurance and reinsurance brokerage, and human resources solutions and outsourcing services. Based in Lincolnshire, Illinois, the company has more than 180 clients nationwide, and 300 agents in various office locations who support them.

### Challenge:

To provide the best possible customer service, Aon Hewitt sets up a dedicated contact centre for each of its clients. This gives the client one phone number to call, and helps ensure that knowledgeable agents assist them when they call.

This approach is a great idea in theory, but because of the company's proprietary phone system, it was also a major headache for Abdul Qadir, systems manager at Aon Hewitt. "With our previous phone system, it took months to set up a new call centre. Once we did, each agent had their own individual line so there was no way for clients to get through to another agent if the line was busy," says Qadir. "It was a frustrating experience for callers."

Aon Hewitt's proprietary phone system also made it impossible to tell how many incoming calls had been answered, how many had gone to voicemail and how many had been abandoned. "Our previous phone system had no call reporting features. All calls looked the same—whether they had been answered live or not," he says. "We needed a detailed breakdown for billing purposes, but that wasn't even an option. Even worse, there was no call recording capability. "Not being able to record or transcribe calls was a huge liability for our company," says Qadir.

### Solution:

In mid-2008, Qadir began searching for a new call centre provider. He conducted industry research, attended product demos, and invited vendors to come and pitch their offerings. At the end of the process he realised two things: virtual call centres were much more cost-effective than traditional ones, and 8x8 had the best virtual call centre software solution on the market. Over the next few months, Qadir and his team worked with 8x8 to set up a virtual contact centre for each client. By the end of 2008, more than 100 contact centres had gone live.

### Results:

Every Aon Hewitt contact centre now has its own toll-free number, phone queue and voicemail queue. Although agents are often assigned to multiple clients, they can tell from the originating phone number which client is calling and answer the call appropriately. In addition, 8x8 gives agents multiple options for handling calls and managing queues. For example, agents can set their state to "unavailable" if they need to stop taking calls so they can work on a special project.



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Agents can also see how many voicemail messages are in queue and decide whether to continue answering calls or start responding to messages instead. “It’s a big improvement over what we had before,” says Qadir. “With our previous phone system, agents couldn’t mark themselves as unavailable; they just stopped answering calls and no one knew why. 8x8 gives them the tools to communicate internally and balance the workload.”

Another big improvement for Aon Hewitt is the availability of accurate call statistics and reports. The company uses 8x8 call data to track calls per month, week and day; live call answer rate per client; and voicemail rate for unanswered calls. “We run reports on both our clients and our office locations,” says Qadir. “By comparing the call statistics, we ensure that we’re meeting our service delivery targets for every client across Aon Hewitt.”

A key metric for Aon Hewitt is the live call answer rate. Using 8x8 data, the company can determine down to the minute which calls were answered live and which were sent to voicemail. According to Qadir, this is essential to winning new business and retaining existing clients. “We use reports showing our live call answer rate to back up our claims about the outstanding service we give to clients,” he explains. “If another company claims their live call answer rate is high, we can show clients that our rate is even higher. It differentiates us in competitive situations, and also tips current clients toward renewing their contracts.”

An 8x8 feature that has increased the live call answer rate is custom greetings. Whenever a group of contact centre agents need to log off while they attend a meeting, they record a custom greeting letting the client know they are temporarily unavailable and when they’ll be back. “Previously clients would keep calling when agents were in a meeting, and the repeated unanswered calls would bring the rate down. With 8x8 we can let our clients know what’s going on,” says Qadir.

Additionally, Aon Hewitt now records all phone calls and 8x8 stores the recordings for 100 days. After that, Aon Hewitt archives them on a secure drive for 18 months. “Not being able to record calls with our previous phone system was a significant challenge for our business. With 8x8 Virtual Contact Centre, we can automatically record and store all calls without our agents having to do anything. It’s a seamless process that reduces our legal exposure,” says Qadir.

Agents at the Richmond, Virginia, office have started using the CRM features provided in the 8x8 Virtual Contact Centre to track calls, add notes, and follow up on client questions. “8x8’s CRM features streamline the workflow for agents when they are handling calls,” says Qadir. “They help agents remember to close the loop with clients who requested information and are waiting for a response.” Agents at the Richmond office are also using 8x8 CRM features to authenticate callers before servicing them. Clients provide lists of authorised users, which are uploaded to the 8x8 contact centre software.



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Over the past few years, Aon Hewitt has added more than 200 virtual contact centres to its original 8x8 deployment, bringing the total to 300. From Qadir's perspective, the ability to create new contact centres quickly is a major benefit of 8x8's virtual service. "In the past it took weeks or even months of coordinating with our service providers to set up a new call centre," says Qadir. "With 8x8, I can get a new toll-free number in a day or two, and then use it to create a virtual contact centre by myself in just a few hours. That kind of speed is very helpful to our business."

Recently a client approached Aon Hewitt with an urgent project: they needed to outsource the prequalification process for 1,000 job applicants. Qadir immediately reached out to his 8x8 account manager, got a toll-free number, and set up a temporary contact centre so agents could conduct interviews by phone. Within days, Aon Hewitt had reduced the pool of applicants down to 50 qualified candidates, saving the client an enormous amount of time. "Back when we were using our proprietary phone system, we never considered taking on projects like this for our clients," says Qadir. "We couldn't move fast enough to meet their needs. By implementing virtual contact centres, we can. 8x8 has opened up all kinds of possibilities for our business."



**Customer:** Bizmatics, Inc.

**Industry:** Electronic health records (EHR) software developer

**Headquarters:** San Jose, CA

**8x8 Products:**  
Virtual Contact Centre; will grow to 125 seats

**Primary reason chose 8x8:** Past positive experience with 8x8 contact centres

**Favorite 8x8 Feature:**  
Self-service system administration via a web portal

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

## Software Developer Delivers Support Excellence to Medical Practices

### Bizmatics

Bizmatics has been at the forefront of the transition to electronic health records (EHR) with its innovative PrognoCIS software suite, which provides access to patient records, enables physicians to digitally write and route medication prescriptions, manages the medical billing cycle, and includes a self-service portal for patients. The highly customisable software comes in 26 variations, allowing almost any medical practice to store and capture patient data quickly and easily.

### Challenge:

After successfully bringing PrognoCIS to market, Bizmatics needed to effectively support a growing customer base with diverse medical practices. The company's traditional on-premises PBXs didn't have the features or capacity to support efficient contact centre operations. "There were a lot of limitations with our traditional PBXs," says Andrey Ostashko, director of customer service for PrognoCIS. "We have three separate customer support centres and couldn't track calls routed between them because information was lost in the transfer."

The various entry points into the contact centres made it hard to understand key performance indicators (KPIs) related to customer support. The lack of flexibility in the previous phone system made it difficult to manage queues and agents. Even when system improvements could be identified for change, Bizmatics had to pay a third-party provider to make these changes. Most critically, customers were not having a good experience when they called.

"In the end, customer feedback was the primary driver," recalls James Metzger, marketing director for PrognoCIS. "Our installed base had grown to the point where replacing our infrastructure became a necessity, not a choice."

### Solution:

The move to an 8x8 cloud solution was a natural choice for Bizmatics. “We’re a cloud provider ourselves, so we understood the flexibility that a virtual contact centre would bring us,” says Ostashko. “Plus, I had validated 8x8’s contact centre technology at a previous company, so 8x8 was the front runner from the beginning.”

Before making a final decision, management did a thorough analysis and compared a number of leading cloud-based contact centre solutions, including RingCentral, Five9 and Angel. The main selection criteria were feature richness, flexibility, HIPAA compliance and cost. At the end of the comparison, 8x8 was still the front runner on all three counts.

In early 2015, Bizmatics ran a highly successful pilot of the 8x8 Virtual Contact Centre, easing the move into production. The new customer support contact centre went live in August, with full deployment of voice and chat services. Shortly after, Bizmatics opened a second contact centre for revenue cycle management (billing). Because the 8x8 platform is interoperable with the company’s existing hardware, no additional equipment purchases were needed.

### Results:

8x8’s flexible, web-based system administration capabilities have been key to improving the customer experience. “Before, we had to rely on a third party and could not adjust the contact centre to our business processes,” says Metzger.

“With 8x8, we can configure the contact centre ourselves, and the changes take effect immediately. That flexibility allows us to handle calls efficiently from end to end.”

Centralised queue management and direct access routing also make it easier for customers to reach the right agent with the right skill set to assist them. “Our Prognosis software is a complex suite with multiple interfaces to partners and customers,” says Ostashko. “8x8’s API enables granular call tracking that gives us better metrics. Even in our challenging environment, we can now see when we need more people, and staff our contact centre accordingly.”

Supervisors use 8x8 call recording and real-time monitoring to coach individual agents and evaluate their performance. The 8x8 wallboard gives managers an instant snapshot of the entire contact centre, so they can see how many callers are waiting and which agents are available and then make appropriate adjustments to the queue. “We operate in a high-touch industry that requires effective routing and handling of support calls,” explains Metzger. “8x8 has given us the tools and the data to make intelligent decisions about where to invest our resources so we can effectively support our customer base and sustain long-term growth.”

Bizmatics plans to integrate the virtual contact centre with SugarCRM to further enhance call handling. “There are more improvements we can make by matching calls with cases,” says Ostashko. “CRM integration will give our agents better call-handling capabilities, which will translate into an even better experience for customers. We plan to partner with 8x8 to make that happen.”



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Both Metzger and Ostashko feel confident in building out the company's 8x8 contact centres as the company expands. In Metzger's words, 8x8's technology and support have been "rock solid." The transitions from pre-sales, to pilot, to production have all gone very smoothly," he notes. "Working with 8x8 has been a positive experience for us, and the virtual contact centre has had an immediate and meaningful impact on our company."

Ostashko agrees. "The 8x8 sales team really listened to our business needs and gave us valuable suggestions and feedback. We had lots of flexibility in our choices, and were able to configure the contact centre quickly. Because of 8x8, we got the cloud solution we needed."



**Customer Name:** EasyRoommate and Vivastreet

**Industry:** Internet Flatsharing and Retail

**Location:** Operating in 37 countries and 12 languages, based in London, UK

**8x8 Products:** Virtual Office and Virtual Contact Centre

**Favourite 8x8 Features:**

- Flexible system
- Global coverage
- Reporting

**Primary reason chose 8x8:** "8x8's global coverage and flexible system was a no brainer"

**Website:**  
[uk.easyroommate.com](http://uk.easyroommate.com)  
[www.vivastreet.co.uk](http://www.vivastreet.co.uk)

## Leading Flat-sharing and Classified Ads Websites Improve Customer Experience

### EasyRoommate and Vivastreet

The world's leading flat-sharing website, EasyRoommate and free classified ads site, Vivastreet, attract over 15 million global web visits every month. Part of Web DMUK Limited and with a huge international presence, EasyRoommate and Vivastreet needed a system in place that would allow them to quickly and efficiently interact with their customer base.

#### Challenge:

Before moving to 8x8, the customer service agents at EasyRoommate and Vivastreet were experiencing major challenges with customer service, reporting, and creating a localised service.

Although customer service was always a priority, the companies had problems with poor call quality and calls not reaching the right agents. This prevented them from delivering the world-class quality of service they wanted to provide.

The incumbent reporting system was very rudimentary and the length of time that EasyRoommate and Vivastreet could retain data was limited. In addition, there was no way to track whether a customer had called before or to link caller information to the customer database.

Finally, EasyRoommate and Vivastreet's previous systems didn't work in all countries they operated in. Even when calls did connect to agents, the call quality was poor. Another issue was that the system couldn't support local advertising numbers to enable global marketing. This was a costly problem as the companies had to pay to receive inbound calls from international customers.

EasyRoommate

VIVAstreet

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### Solution:

After evaluating all their options, Web DMUK selected cloud-based 8x8 Virtual Contact Centre. 8x8's contact centre solution stood out because of its global capabilities, skills-based routing, CRM integration, and sophisticated reporting options. Another important benefit was 8x8's ability to unite all the companies' remote customer service agents on one technology platform. The transition to 8x8's platform was quick and easy. The entire integration took only 52 days, and the move caused no disruption of service. This seamless switching of providers meant there was no adverse effect on the business and no customer calls were missed. For customers, it was business as usual.

### Results:

Using 8x8's Virtual Contact Centre has improved customer service in many ways. The software ensures that calls are routed to the right agent based on skill set and language, no matter where the agent is located. This drastically reduces the number of times a customer is transferred or has to repeat information, improving the customer experience. It is also now possible to measure call resolution times, which wasn't the case before: a win for both the customer and the two companies.

8x8 gives EasyRoommate and Vivastreet the ability to offer customers cost effective local numbers around the globe. This wasn't possible previously, often resulting in poor quality calls. In addition to appearing more local with the service they provide, they now are achieving a higher call quality with a more affordable service to all involved.

As 8x8's solutions are cloud based, EasyRoommate and Vivastreet's employees can work remotely around the world. This means customer service agents are available across different time zones and customer calls are always answered.

Reporting had previously been an issue, because it was difficult to store and make sense of customer call data on the old system. Now, 8x8's Virtual Contact Centre integrates with EasyRoommate and Vivastreet's customer databases, allowing them to track repeat calls, link the volume of calls with the type of inquiry, and use feedback to improve the customer experience. The companies have been able to analyse wider customer service trends, pinpoint the kind of customers they need to call back, and better prepare their agents to assist customers in these instances.

Talking about the move to 8x8, Karine Teixeira, Head of Customer Service at Web DMUK, says: "8x8's global coverage and flexible system made choosing them a no brainer for us. As a global company, it's paramount that we give our customers the best experience possible, and 8x8 Virtual Contact Centre is the ideal solution to help us do this across the world. With the right technology in place, we can make sure every customer interaction with us is world class."

## What Our Customers Are Saying

“With our previous phone system, it took months to set up a new call centre. Once we did, each agent had their own individual line so there was no way for clients to get through to another agent if the line was busy. It was a frustrating experience for callers...8x8's CRM features streamline the workflow for agents when they are handling calls. They help agents remember to close the loop with clients who requested information and are waiting for a response.”

Abdul Qadir, Systems Manager, Aon Hewitt

“It wasn't just the contact centre technology—8x8 provided expert guidance and advice to ensure that the contact centre would work for our diverse and demanding customer base.”

Andrey Ostashko, Director of Customer Service, Bizmatics

“We operate in a high-touch industry that requires effective routing and handling of support calls. 8x8 has given us the tools and the data to make intelligent decisions about where to invest our resources so we can effectively support our customer base and sustain long-term growth.”

James Metzger, Director of Marketing, Bizmatics

“8x8's global coverage and flexible system made choosing them a no brainer for us. As a global company, it's paramount that we give our customers the best experience possible, and 8x8 Virtual Contact Centre is the ideal solution to help us do this across the world. With the right technology in place, we can make sure every customer interaction with us is world class.”

Karine Teixeira, Head of Customer Service, Web DMUK  
(EasyRoommate and Vivastreet)

To learn more, call **1800 854 171** or visit [www.8x8.com/au](http://www.8x8.com/au)

