



CASE STUDY:

HOME APPLIANCE GUARD

INDUSTRY

Insurance

GOALS

To grow the company and become the leading independent specialist provider of consumer-focused breakdown insurance

SOLUTIONS

- Communications Center
- Quality Management Suite

BENEFITS

- Substantial cost savings
- Integrates with leading Avaya telephony platform and third party systems
- Blended calls for greater productivity & higher customer satisfaction
- Improved reporting provides valuable business intelligence
- Stable, resilient and highly scalable solution



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Home Appliance Guard saves costs, accelerates productivity and prepares for growth with Enghouse Interactive Communications Centre.

BACKGROUND

Home Appliance Guard (HAG) is a specialist provider of consumer-focused breakdown insurance products for home electrical appliances. HAG covers consumers from the financial burden of accidental damage, mechanical or electronic, to all home appliances from washing machines to televisions. Founded in 2006, its ongoing mission is to become the leading independent provider in this field.

During its growth, HAG's requirements quickly exceeded the functionality that its original contact centre system could offer. To grow as planned, HAG needed a highly resilient contact centre platform to maintain the reliability and stability that bolstered the level of service its customers had come to expect.

On a practical level there was also a string of more specific issues that needed to be addressed. For example, they needed to improve access to recorded calls to increase agent efficiency and remain compliant. They also needed to drive down costs as cost to usage on their current system was high. Finally, the original system's reporting capabilities were limited, with no suitable dashboard solution.

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SOLUTION - BLENDED CALLS MEAN BETTER PRODUCTIVITY

Working with systems integrator 4net, Home Guard chose the private cloud hosted Avaya Communication Manager for standard telephony features with Avaya's Proactive Contact for outbound calls and Communication Center (CC) from Enghouse Interactive for all inbound enquires.

CC is a flexible, modular solution, incorporating multimedia contact centre, quality monitoring and a range of additional components and integration tools. Easy-to-use and to implement, it is ideally suited for fast-growing customer-focused businesses like HAG.

CC's rich inbound call management functionality enables agents to answer more calls in less time, increasing productivity. A Snapshot Wallboard application provides real-time and historical stats for the inbound team while a custom reporting module allows HAG to export reporting data into an external database so that it can be incorporated into other key business applications.

In addition to all of this inbound functionality, the CC solution includes call back opportunities for customers which will also help reduce peaks in heavy call periods.

The CC system also enables blending calls. This means that customer services inbound agents can carry out outbound communications during quiet periods and outbound agents can take inbound calls during peak periods. The system is also highly scalable; built to support up to 40 agents and supervisors and it has the ability to grow to 500 users as the company expands.

The solution also includes call recording and quality monitoring for all users so that all internal and external calls are recorded and then held off-site at the data centre. The solution is PCI compliant and includes automated pause/resume functionality when the agents access the online payment portal. A Quality Assessment module is also included to allow HAG to assess calls and use their findings to help train staff and improve customer service.

SAVINGS TO REINVEST

"We have been really impressed with the positive impact EICC has already had on our customer-facing operations," says Andy Graham, Head of Finance, Home Appliance Guard. "We have already gained a wide range of benefits since implementing it. The large cost savings achieved through selecting a cloud-based approach together with the savings made from the operational efficiencies of the system itself have been a huge benefit, and we have been quick to reinvest the money back into our plans for future growth."

The modular nature and easy integration of EICC means it can work alongside leading telephony platforms such as Avaya Communication Manager, providing added functionality and value. For example here, its ability to enable blended calling during peak times is driving enhanced productivity, as well as improved customer service by helping to cut call waiting times. It also provides potential for further enhancements to be added as needed in the future.

The reporting module enables data integration with other enterprise applications for more holistic and accurate business intelligence.

But, importantly, one of the main benefits will be the system's ability to grow with the business, providing a reliant and resilient system that supports HAG's success.

ABOUT ENGHOUSE INTERACTIVE

Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.

www.enghouseinteractive.co.uk