

**NOT-FOR-PROFIT HEALTHCARE
ORGANISATION IMPLEMENT NEW
CONTACT CENTRE PLATFORM,
TAKING BACK CONTROL OF THEIR
CUSTOMER EXPERIENCE**

CUSTOMER SUCCESS STORY

PROJECT OVERVIEW

HQ Location: Surrey

Industry: Healthcare, Fitness & Wellbeing

Service Implemented: Cloud Contact Centre

Number of contact centres: 3

Named users: 630

THE CHALLENGE

“The issues we were having meant we couldn’t run our contact centre how we wanted to. It just wasn’t delivering for the business, and this in turn meant that we couldn’t deliver the high level of service and the customer experience that we wanted to.”

Lucy Balmer, Head of Contact Centres

Due to the nature of their work and range of locations they operate from, Nuffield Health were looking for a scalable, compliant and reliable system that would perform across the business. With visibility and the ability to self-administer changes also high on the agenda, they had a very clear idea of what their new solution should look like.

The three biggest issues with their previous technology were stability, it’s lack of advanced reporting functionality and how inflexible it was – and Lucy Balmer, their Head of Contact Centres was concerned about the impact this was having on their customers. Given the nature of Nuffield Health’s work they must also adhere to strict clinical governance frameworks – meaning that as soon as an issue occurred, there was an instant impact on productivity.

“When there were problems it wasn’t just our inbound traffic and contact centres to think about” said Lucy. *“Take our remote workers for*

example; they couldn’t complete any of their clinical assessments if the system went down, as all of their calls must be recorded.”

Left feeling unsupported by their previous provider, they were looking for a new partner that not only delivered the above, but gave them complete confidence and a guaranteed high standard of ongoing support.

THE PROCESS

Lucy Balmer met the Serenova team at an industry event, who quickly introduced them to Unify.

When the project was given the green light, Unify along with a number of other providers were invited to tender. In order to better understand the requirement, Unify spent time onsite with the Nuffield Health team in addition to attending meetings – a proactive approach that didn’t go unnoticed given Nuffield Health’s focus on a good working relationship:

“We didn’t have the best experience with our previous supplier, with frequent breakdowns in communication and things overpromised & under-delivered. With that in mind I was particularly thorough throughout this process, keen to ensure that our next supplier truly understood our business. Both Unify and Serenova were great on this front, spending time with us to really understand our issues as well as the customer experience that we were looking to deliver and ensuring that what they were proposing met our needs.”

As the project progressed, various members of the Unify team attended workshops, practical

sessions and meetings with key stakeholders until they were satisfied and the decision was made to proceed.

WHY UNIFY?

When considering their options, product functionality was just one of the key factors that Nuffield Health were evaluating.

“With many of the offerings on the table relatively similar in terms of being cloud based and their functionality, the real differentiators for us were things like the level of care and support given, company infrastructure and background and how the relationship would be managed on an ongoing basis” said Lucy. *“Cost was another key factor for us; we were looking for something competitive, with clear evidence of ROI.”*

Having been with their previous provider for just three years, Nuffield Health were looking to buy into something with longevity - both in terms of the platform and the relationship - and Unify and Serenova gave them complete confidence on this front.

“The gravity of making these sorts of changes for a business should not be underestimated. The expenditure, the potential disruption to operations, the learning curve involved - we understand all of that, and every element of what we do is designed to minimise the effect of these potentially negative factors and ensure a long and happy working relationship. Not only that, our platforms are continually improved with a clear roadmap in place in terms of development; it’s easy to demonstrate to both new and potential customers that as the landscape changes, so will their technology.”

Russell Attwood, CEO of Unify Communications

IMPLEMENTATION

Despite the scale of the deployment, Unify were able to fully implement the Serenova platform in a matter of months. Nuffield Health were keen to complete the roll out as quickly as possible, and were impressed with how smoothly the implementation went even at the heightened pace.

“Right at the start of the process we had some very thorough and honest conversations about the process, which really helped when it came to managing expectations and planning resource as needed. Unify’s implementation team are clearly experts; their vision, communication of requirements and just communication in general demonstrated that.”

Nuffield Health appointed a number of team members, including Amy Parkinson (Quality & Training Manager) to manage the implementation from their side. She commented:

“The first phase of the implementation was brilliant, working with Unify to define our processes. Gone are the days of our technology dictating our customer journey; thanks to their great advice we have been able to optimise all of our workflows and tailor the solution to fit - not the other way around.”

Another key benefit for Nuffield Health of working on these processes alongside Unify is that the team have become quickly empowered when it comes to the product, understanding exactly how it works and its configurability.

Once all of the preparation was done, the official go-live was completed which was another simple and painless process.

Of the implementation as a whole, Amy Parkinson said:

“We had complete confidence in the team at Unify; they knew what they were doing, and were clearly completely invested in helping us to meet our objectives.”

THE SOLUTION

Thanks to the success of the project, Nuffield Health saw instant benefits in a number of key areas.

They quickly started to reap the benefits of being more dynamic, making changes to further optimise their processes based on key insights into their operations. With visibility of calls received (missed) out of hours for example, call backs can be placed and these volumes can be monitored over time in case more fundamental changes are required. Not only that, if they make a temporary change they can then reverse it when needed without having to go through a third-party and incur cost/lead times. Lucy Balmer commented:

“The extent to which the platform is helping us to improve the customer experience has far exceeded expectations. We can be dynamic and flexible when directing and routing calls, we can be reactive and make temporary changes as well as setting up new rules – it’s put us in a much better position, both when it comes to understanding customer needs and addressing them.”

The company are also instantly benefitting from positive results when it comes to downtime, cost (call charges etc.) and productivity thanks to the usability of the product.

Thinking about the agent experience, Amy Parkinson said:

“The agents are finding it a lot easier to use than the previous platform. They’re really happy with how everything flows, they love all of the (new) features – they also like knowing that the management team have complete visibility of what’s going on, so if something does happen it’ll be on our radar straight away. The user documentation is also great.”

She also commented on the ease of working with call recordings, how they’re now in complete control of the quality of their service and how everything facilitates them both maintaining their clinical governance levels, and the all-important customer experience.

Amy also commented on the efficiency of Unify’s support desk, answering queries quickly and comprehensively regardless of when they are raised or the nature.

“We pride ourselves on the consistency of our service, ensuring that every single member of our organisation is passionate and expert in what they do” said Russell Attwood. *“The feedback from our clients across the board very much reflects this, complementing every person in the team equally and as much as the platforms themselves – and we wouldn’t have it any other way!”*

As a final comment, Nuffield Health’s Lucy Balmer added:

“Our relationship with Unify has been really positive from the word go; and having a partner we can work with so constructively is such a big step up from where we were before. We’ve got a long way to go, and we know that Unify will work with us to get there.”

NUFFIELD HEALTH'S FAVOURITE FEATURES

1.

FUNCTIONALITY TO ENHANCE THE CUSTOMER JOURNEY

Providing an exceptional customer experience is at the top of our agenda, and the platform's functionality combined with Unify's advice has far exceeded our expectations in this area.

4.

VISIBILITY

The reporting is great for us; it gives us the ability to measure things we couldn't measure before, allows us to step up our game & helps justify requests we make around operational changes or resources.

2.

FLEXIBILITY & ABILITY TO SELF-MANAGE

It's great being able to make changes 'as and when' that will take effect immediately. The same goes for reversing changes – complete control and flexibility!

5.

RELIABILITY & COMPLIANCE

We are so reliant on our systems performing in a way that ensures we're not taking risks & that we remain compliant at all times. This does!

3.

STABILITY

Downtime was an issue for us previously, and as a result it's something we monitor meticulously. To say that we're thrilled with the difference is an understatement!

6.

COST SAVINGS

The change has been great from a commercial perspective too, with our call charges etc. having hugely improved. ROI is key for all businesses, so such 'quick wins' in this sense are crucial.

ABOUT NUFFIELD HEALTH

Nuffield Health is one of the largest not-for-profit healthcare organisations in the United Kingdom. Established in 1957, they currently operate 31 hospitals, 112 fitness & wellbeing gyms, 212 corporate fitness and wellbeing centres and 5 stand-alone medical centres as well as a number of contact centres. They also have the largest network of physiotherapists outside of the NHS, who work for them remotely.

ABOUT UNIFY COMMUNICATIONS

Unify Communications are a next generation communications services provider, supplying customers globally with cloud-based contact centre solutions and enterprise telephony. Our expertise and approach to customer service means we become trusted advisors to our clients, with a real understanding of their organisation and the challenges they face. We're passionate about the world-class service we deliver, helping our customers throughout their decision-making and transformation processes and providing comprehensive support and advice on an ongoing basis.

ABOUT SERENOVA

Serenova are one of the award-winning global leaders in cloud contact centre and customer service solutions, with customers such as Salesforce.com, Symantec, Royal Mail Group, Dropbox, Twitter, Parcelforce, Nuffield Health and First Utility.

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