

DIGITAL ENQUIRY MANAGEMENT

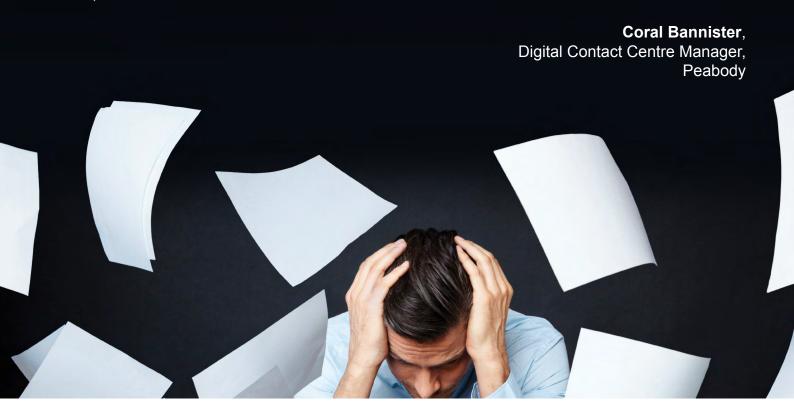
A fresh look at business processes and clever use of Bizvu's INBOX software to read and action emails has had a positive impact on customer service in just a few months. 3 agents have already been freed up to handle more complex customer enquiries.

MODERNISING TO MEET DIGITAL DEMAND

The Peabody Group is one of the largest housing associations in the UK responsible for over 104,000 homes and 220,000 customers across London and the Home Counties. The group is focused on providing simple and easy access to its services as part of its modernisation programme.

To provide greater flexibility, Peabody offer residents a variety of contact methods, including email. Given the volume of emails received, Britannic Technologies, a long-term partner with Peabody, suggested the Bizvu INBOX solution that automates and triages digital interactions to improve customer experience and employee efficiencies.

"We were inundated with emails and web forms and our agents couldn't respond within the time frame the residents would expect. We also had no control on what was coming into the contact centre, therefore couldn't meet the demands of residents."



EMAIL HANDLING

The Peabody team of over 180 agents spent a significant amount of time simply reviewing emails and deciding upon the next best action to complete. Coral Bannister, Digital Contact Centre Manger, Peabody commented, "We were inundated with emails and web forms and our agents couldn't respond within the time frame the residents would expect. We also had no control on what was coming into the contact centre, therefore couldn't meet the demands of residents."

The team were taking an average of 9 emails per customer to resolve an issue, causing a backlog of emails. Email enquiries from other departments would come into their contact centre, causing them to deal with around 600 per day. Britannic in collaboration with Peabody implemented Bizvu INBOX with rules to deflect first contact to relevant forms on their website for data capture. Rules were set to send emails to available agents and point customers in the right direction for their next step in their journey.

CUSTOMERS AND EMPLOYEES REAP REWARDS

As a result of the project, Peabody has deflected 30% of these emails from the contact centre. Agents no longer spend valuable time on mundane tasks, these are now automated. Across the business, agents are saving 30-40 hours daily. This has increased productivity across the contact centre and made jobs more fulfilling by giving agents more time to focus on complex enquiries, directly enabling them to increase first call resolution.

8 MONTHS

project return on investment

30% REDUCTION

in emails to the contact centre

30 HOURS

daily saved across all agents

INTEGRATION WITH THE CONTACT CENTRE

Peabody has a multi-channel approach for communication which offers greater flexibility and choice for residents, while lowering costs. Bizvu INBOX integrates into Peabody's existing contact centre providing visibility and consistency for team members handling the interactions.

STREAMLINING SERVICE

The downside of increased flexibility was a lack of consistent formatting. Agents would have to either email or phone up the resident to find out the information. This meant agents would be spending a large amount of their time chasing up residents and would have less time to deal with new or urgent requests. By using INBOX, Peabody was able to take back control of the customer journey and handle communications more efficiently.

IMPROVING CUSTOMER EXPERIENCE

Today's customers expect seamless digital services, access to real time information and a range of contact options 24/7. They want better digital access. By introducing a self-service journey, customers can be independent and are able to access information at any time, creating a better user experience. This is now the case for Peabody residents who can now check their balance, make payments, request call backs and much more, providing a much quicker resolution and improved experience.

IMPROVING AGENT EXPERIENCE

Customer success has improved, and productivity has increased as staff are able to action emails and respond more effectively. Working with their digital solutions expert at Britannic Technologies the Peabody team continuously improve their processes. Twitter and Facebook have also been integrated, giving the agents all their interactions in one place. This enables Peabody to better skills route either by communication type or by content.

MOVING FORWARD

Six new teams in the hub are being moved to INBOX. The next step is to potentially integrate digital channels with CRM for identification and verification, matching the current voice experience - a project previously completed with Britannic.



"BRITANNIC AND BIZVU HAVE BEEN FANTASTIC TO WORK WITH offering ideas and being extremely

ideas and being extremely responsive. The teams at Britannic and Peabody are very closely aligned. They understand our business and we trust them to deliver innovative solutions."

Coral Bannister,

Digital Contact Centre Manager, Peabody

TALK TO THE SOLUTIONS PEOPLE

We know a thing or two about solving business problems.

Since 1984, we've been matching business problems with the right technology solutions. Creating opportunities for growth, adding value and helping businesses disrupt their market. Digital transformation isn't for the faint hearted, but luckily it's not a journey your business needs to do alone. Get smart.

BOOK A DEMO WITH A MEMBER OF OUR TEAM TODAY!