Actavo
empowering customer experience heroes

Actavo transforms the contact center into a cloud-based business growth enabler

Orchestrating service operations

Actavo manages much of the vital infrastructure we depend on every day. With about 500 field and support staff, their Network and In-Home Solutions division forms the first point of contact for customers of many UK telecom, power, water, wind and public-sector organizations. And over 100 agents orchestrate those operations from the Actavo contact center in Glasgow.

“We deal with everything on behalf of our clients—from the smart meter rollout to enable remote readings, to gas and electricity repairs and emergency callouts,” said Alexander Barr, Customer Services Director at Actavo.

Unrivaled speed of deployment

The Actavo contact center had reached a crossroads. Continuing with end-of-support IT infrastructure would have meant significant investment for no extra benefit. So, to keep pace with explosive growth, Actavo decided to move to the cloud for better scalability, uncomplicated management and an omnichannel roadmap.

The migration needed to happen quickly and be totally invisible to staff, clients and end customers. Within the ambitious six-week target date, the Genesys™ PureCloud™ platform was the only solution that could be deployed with staff fully trained and ready to go. The project was implemented by trusted partner Wren Data.

Intelligent features and simplicity allowed Actavo to take control of day-to-day contact center management. “The PureCloud platform changed the way we communicate and engage with our customers,” said Barr. “We now have an all-in-one platform that’s very easy to use, but also incredibly powerful.”
SUCCESS STORY: ACTAVO

“Tasks come into call queues and are automatically pushed to the most appropriately skilled agents, giving supervisors much better performance visibility.”

Alexander Barr, Customer Services Director, Actavo

Sharper operations and performance

Ensuring high-quality voice interactions, the Genesys platform has helped Actavo improve agent productivity and deliver superior customer experience. “Since the solution went live over a year ago, we’ve been running at 100% uptime,” added Barr. “Tasks come into call queues and are automatically pushed to the most appropriately skilled agents, giving supervisors much better performance visibility.”

Service levels also have improved. About 80% of incoming calls are answered within 20 seconds, while abandonment rates are down to less than 5%. Customers can self-serve using simple IVR menus or request an agent to contact them via the callback option.

Outbound activities are more efficient, too. Actavo runs wake-up campaigns for customers who have not responded to email and text messages that promote the benefits of smart meters. “We’re seeing more dials and connections for less effort,” said Barr.

Exceeding customer expectations

The Actavo customer service team regularly goes above and beyond. Many customers, especially the elderly and those in remote areas like the Scottish Highlands and Outer Hebrides, would be at severe risk without power and heating.

One particular call stood out for Hazel Dewar, Customer Service Representative at Actavo. “The customer was calling to rebook a smart meter installation, but sounded distressed and could barely speak,” said Dewar. The agent checked her records and, by talking further to the customer, discovered that the customer was seriously ill and on oxygen therapy—a crucial point not captured previously. Rather than keep him on the line, Dewar promised to call back in an hour. Leaving nothing to chance, she spoke with the scheduling team, the visiting engineer and the engineer’s manager to make sure the job went smoothly.

“I called the customer back to tell him all the details and called again on the installation day to make sure everything went okay,” continued Dewar. “The customer was delighted and said we’d surpassed his expectations. It’s those moments that make it all worthwhile.”

Creating new possibilities

The PureCloud platform also enables Actavo to easily add new agents, features and channels with minimal cost. “We’ve opened up exciting possibilities. It would be very simple to adapt our IVR and improve feedback with a short customer survey,” said Barr. “We’re also looking into the cost benefits of artificial intelligence and further automation of our SMS and email channels.”

To learn more about the solutions featured in this case study, go to www.genesys.com.

RESULTS

100% uptime since going live over a year ago
80% of calls answered within 20 seconds
Under 5% abandonment rate
More outbound connections for less effort

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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