



Customer story.

Endsleigh Insurance

Technologies.

Contact Centres (Avaya, Callmedia)

Blending in to stand out.

How Endsleigh approached the multi-channel challenge.

Challenge.

Endsleigh is one of the UK's leading independent insurance providers. They have many university students and young professionals as customers, who are tech-savvy and advanced in their use of digital and social media.

But Endsleigh's telecoms infrastructure was a collection of disparate standards and capabilities from suppliers such as BT, Siemens and Aspect, installed across different sites. This diversity was making it difficult for Endsleigh to retain a single view of the customer across all their interactions with them, as well as creating system support issues.

Endsleigh's strategic objective is to provide a consistent brand and service across all its customer interaction methods. So Peter Leahy, Head of IT at Endsleigh, realised something must be done. Leahy explains: "The business-critical nature of our contact centre meant that we wanted to procure the most reliable solution possible. But we also wanted to ensure we could be agile to our customers' preferred contact methods."

Solution.

Endsleigh chose Maintel Communications to design and implement a new 1,000 seat, multi-channel contact centre, virtualised across three sites.

Maintel's Contact Centre Assistant Suite (CCAS) was deployed to offer multi-channel functionality on top of an Avaya Aura Elite platform, supporting Endsleigh's strategic objective to provide a consistent brand and service across all its customer interaction methods.

Multi-channel contact centres have the potential for complexity as they handle more communication methods than traditional call centres. But Maintel's CCAS product allows for fully 'blended' multi-media interactions into the contact centre. It's a fully open and modular solution, meaning organisations can target specific areas of customer interaction that need improving, from the time a call arrives, to the moment an agent completes their after call work.

Leahy explains: "The Avaya Elite platform is highly resilient for voice routing, but our customers want to communicate with us through any number of media channels. That's why we opted for the integration of Maintel's CCAS, which is specifically designed to provide cutting-edge multi-channel capability to Elite."

Benefits.

Multi-channel capability: Customers can contact Endsleigh through the channel of their choosing – so in addition to voice, web-chat and web-call backs will be offered, with social media channels such as Facebook or Twitter to follow.

A single customer view: The solution uses Maintel's Callmedia software to 'blend' outbound marketing activity with inbound enquiries, so contact centre agents always have a single view of the customer.

Cost reduction and regulatory compliance: Significant savings are being made through improved agent utilisation and the automation of routine processes, while the software ensures Endsleigh always remains in compliance with UK regulatory requirements.

Peter Leahy concludes: "The UK insurance market is highly competitive, with most insurers offering similarly priced products and policies. But we believe we can differentiate by providing a better customer experience through the effective use of multi-channel technology."



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Peter Leahy, Head of IT, Endsleigh