ConnexAI

DIGICALL

Reduced training times and full performance visibility

How Digicall automated their processes and increased productivity

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Who is Digicall?

Digicall is one of the world's top-performing niche-market BPOs situated in South Africa, supported by unique technologies and people who live to exceed customer expectations and grow their client's businesses.

We spoke to Zohar Green, Head of Growth at Digicall to discuss the businesses technology journey with ConnexAI.

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Zohar Green

Head of Growth at Digicall

What Digicall says about us

What are the benefits of contact centres having Omni?

Contact centres usually don't offer such streamlined Omni solutions. Often they are doing one channel on one system, and one on another. The fact that it's all integrated into one place, and having the visibility of what's happening on the call, the email, the chat, in a single platform, the agent can easily follow a case which gives us a big differentiator. So it has worked very well for us in getting clients onboarded.

How has ConnexAI improved your outbound campaigns?

Our contact ratio for one campaign was down due to clients not picking up the phone because they did not recognise the number. We used ConnexAI's call scheduling feature to send them a link with a chat, that feed straight into the system, this then allowed them schedule a callback at a time that was best suited for them. When they receive a message saying they can select a callback, the moment the phone rings at that time, they do pick up. So our contact ratio on one campaign went up 10% by using the ConnexAI Omni.

How long does onboarding agents take with ConnexAI?

Because of the proactive approach by the ConnexAI team, I would say within a couple of days the agent can be completely up and running on ConnexAI.

Why did you need to implement the Connex One Platform?

More and more clients are interacting with us across voice, chats, email, the solution we had didn't cater for that. We needed an Omni solution. When you have more and more agents, it becomes harder to manage. We needed the ability for managers to easily see on a dashboard what everyone is doing.

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What Digicall says about us

What would you say are some of the key value-added benefits of using ConnexAI?

ConnexAI has helped us overcome challenges in a variety of different ways. You will find that the talk time will reduce, and quality will improve using the platform. The integrations have allowed our clients to have a lot more visibility which makes them more comfortable.

What has the response been from your customers after using ConnexAI?

The automated report goes from the system directly to our clients so they can see every morning exactly what the statistics are. This integration into our clients systems allows them to take the status as it is on the dialler into their CRM. When a customer calls one of our corporate clients they can see exactly what is happening on our system and where we are in the process, which has really helped the agents and cut down on our work significantly.

How has automation improved your workflow?

In real-time we can see through the dashboard whether we need more agent and if we need to change the way we do the campaign. We've done more and more automation as we go along. As we identify where in the process what we can automate, we liaise with the ConnexAI team and find solutions. We saw our average talk time on one of our bigger campaigns go from 10 minutes to 6 minutes through automation. This means a single agent can now handle a lot more calls - remaining proactive, willing to help and available to customers around the clock.

How has automation improved productivity?

I think particularly from an automation perspective, it has directly affected sales positively. If we look at the reporting when we started versus where we are now, where we have applied even small pieces of automation, one can see a productivity improvement.

ConnexAI : Digicall Testimonial

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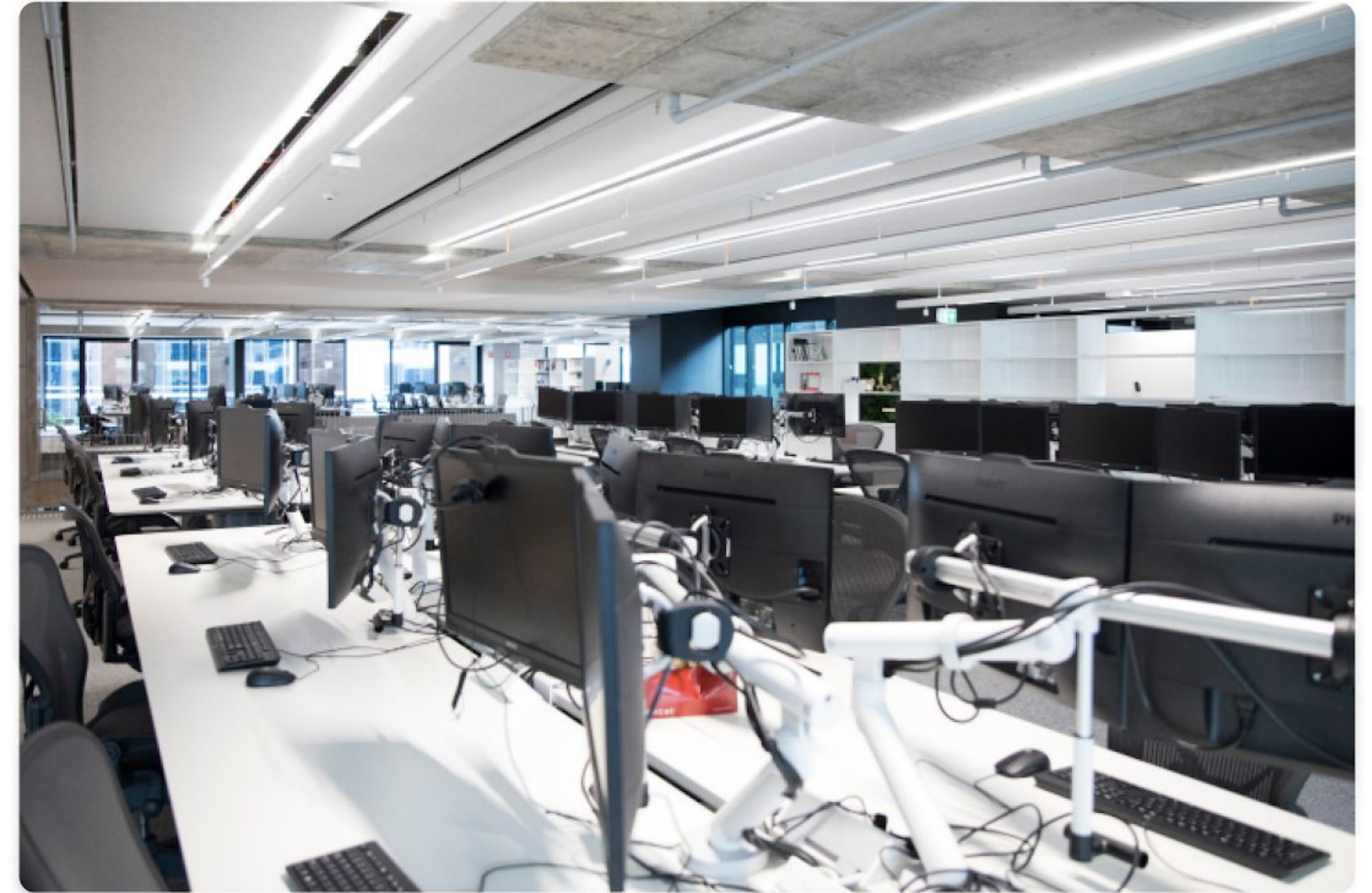
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How does the system aid Managers in their role?

The Whisper coaching has aided team leaders to cut into the call and assist where necessary, training the agent on the spot. It has worked especially well with our home agents. The feature makes sure that they are doing what they need to do.

What are the benefits of having a cloud-based system for Digicall?

All the information is securely stored in the cloud. The reporting for home agents is great, as we can see immediately if an agent is not available for an extended period of time. The other nice thing was the ability to work on other devices. There is that functionality that you can even work on a mobile phone with ConnexAI.

What would you say are some of the key value-added benefits of using ConnexAI?

The simplicity of the system and the easy navigation of the system is what really won it over for me. The agents like using it. It's very intuitive. It's done in a way that's easy for agents to follow, even the way the disposition process has been designed in 3 different blocks allows for better reporting and dispositioning. The platform also changes when we've asked for changes. There has been proactive assistance from the ConnexAI team to try and make life easier.

What does the future look like for Digicall?

Our next step is Gamify which I believe will motivate the agents, and make it fun for them to do the work and be rewarded for it.

Would you recommend ConnexAI?

Yes, the ConnexAI platform is a very quick adoption. What used to take us a lot longer to train the agents, now takes a couple of days. It means we can get an agent on the floor faster, and training around products and not on the system.

ConnexAI : Digicall Testimonial

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To learn more about how ConnexAI
is helping businesses to
overhaul their customer journeys

0333 344 2435 | Bauhaus 27, Quay St, Manchester M3 4AW

hello@connex.ai | connex.ai