



Homesield Direct

ConnexAI Platform Implementation

“ If you are looking for a solution that will improve your contact centre then look no further. Even if you take away how amazing the solution is in itself, the team at ConnexAI are experts in their industry and have so much knowledge that will improve your business just by working with them. It’s such a great solution, I wish we found it sooner. ”

Liam West

IT & Systems Manager

Overview

Homeshield Direct

Homeshield Direct are a leading home appliance and kitchenware insurance company. Founded in 2016, the company has experienced a rapid growth period, and now employ over 100 staff in 4 centres. Homeshield Direct offer their customers complete peace of mind in a chaotic and competitive market space, by deploying expert engineers to wherever they are needed in the UK to fix or replace a vast range of appliances. As a family business, they approach everything they do with great care and attention to detail, more than just providing insurance, Homeshield Direct are building a reputation for delivering great customer service.



The Challenge

Recognising that their existing solution was outdated, Homeshield Direct knew it was imperative to upgrade to a modern, agile Cloud Contact Centre solution to keep up with their rapidly expanding business.

Goals

To meet the challenge and their high standards for customer service, it quickly became clear that Homeshield Direct needed a platform that could allow for real time and in depth reporting, as well as to be able to analyse multiple metrics at the same time. Flexibility and the the ability to have full control over the system was a key requirement. Particularly, the capacity to run multiple campaigns, tailored for specific teams is an essential component for Homeshield Direct's business model. The system also needed to be quickly adopted by the agents, with minimum training and therefore a clean and simple interface was fundamental for ease of agent navigation and use. Operationally it was also imperative that pricing be competitive and the system be scalable so that the solution can grow and adapt as Homeshield Direct's needs change and a support team that Homeshield Direct could rely on if anything went wrong.

The Solution

Homeshield Direct selected ConnexAI as their provider based on its ability to match all their key criteria as well as additional benefits and functionality including Gamify, dashboarding and contact organisation. The secure cloud-based ConnexAI platform quickly showed its value by providing a seamless integration for multiple areas of the business as well as fulfilling the needs of all stakeholders from Directors to agents.

“ From the interface to the reporting suite, the customisable settings to the reduced wait times. We could only see improvements once switching to ConnexAI ”

Liam West

IT & System Manager



The Results

- **Increased sales** - The primary business need of marked improvements to sales and connectivity.
- **Saved time** - Through clever dialler and ticketing functionality, Homeshield Direct were able to cut down in their agents admin and drive efficiencies to deployment time.
- **Reduced costs** - Efficient use of data from valuable reporting led to a decrease in acquisition costs by up to 50%.
- **Increase in productivity** - With an efficient system in place, fully integrated with existing software and real time reporting, Homeshield Direct experienced a 25% increase in agent performance.
- **Rapid time to value** - Through the simplicity of the interface and extensive functionality all of their advisers were quickly engaged and up to speed with the system requiring very little training.
- **Secure** - With it's ISO accreditation and adherence to data and infrastructure data standards ConnexAI was able to satisfy their stringent security needs.



The Results

- **Cost effective** - Simple pricing, a free trial and low maintenance costs meant the commercial relationship was quickly established.
- **Fully scalable** - For growth to meet the needs of the growing business.

The dashboard interface is displayed on a dark green background. On the left, three icons (a blue padlock, a yellow lightning bolt, and a green upward arrow) are connected by a dashed line to the main dashboard components. The main components include:

- On a Call**: A central panel with a green header and call control icons (video, grid, mute, pause, end call). It contains four input fields: First Name* (Jennifer), Last Name* (Marshall), Occupation* (Customer Support), and Company* (Happy Homes).
- Stats**: A panel showing 'Positive Sentiment' with a score of 62.3 and a change of +1.2. It includes a small line graph below the score.
- Leaderboard**: A panel showing two entries: Savannah Nguyen (ranked 1st with a crown icon and 545,500 points) and Kristin Watson (ranked 2nd with a '2' icon and 541,020 points).
- Customer Cards**: Three cards on the right side, each with an icon and a status tag: Esther Howard (phone icon, 'New!' tag), Jenny Bywater (envelope icon, 'Pending' tag), and Dan Baines (WhatsApp icon, 'On Hold' tag).

The ConnexAI Platform

14 million interactions per day

The ConnexAI Customer Engagement platform handles over 14 million interactions per day worldwide.

Increase in sales

Our clients have seen a 25% increase in sales within the first 4 weeks of using the platform.

Team performance

Our clients have seen a 33% increase in sales team performance with the implementation of Gamify through our platform

Satisfaction rate

We pride ourselves on providing high levels of customer service and that's why we have received a 91% satisfaction rate from our clients.





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

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