



IGNITION
GROUP

Improving CX productivity with next-gen technology

How Ignition Group modernised their contact
centre with ConnexAI

Who is Ignition Group?

The Ignition Group is one of Africa's largest providers of technology, media, telecommunication and financial services, and is built around a powerful purpose - to make life better through innovative technology. CX technology has changed drastically over the 18 years since Ignition Group was established - going from desk phones to web-based diallers.

We spoke to Daryl Firmani, Head of Operations at Ignition to hear about the companies tech journey and see how the ConnexAI platform has brought their business into the future.



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Daryl Firmani

Head of Operations at Ignition Group



How would you best describe Ignition as a business?

We play across multiple markets here in South Africa, the UK, Australia and America. We have over 3000 staff, and we are a performance marketing business, specialising in sales conversions. In South Africa, we support some big brands, multichoice, Vodacom. In the US we work with AT&T, T mobile, and the business has been around for 18 years.

What were the reasons for searching for a partner like ConnexAI?

We were running into endless challenges with our existing dialler technology. Our system uptime percentage was probably in the low to mid-80s, and we were losing plus-minus 15% of points of efficiencies. That's why we went to the market to look for a new partner that could bring a robust solution to Ignition, that's when we came across ConnexAI.

What were your biggest challenges before implementing the Connex One platform?

The biggest problem Ignition faced was we had on-premise diallers, and with any technology, they started to age over time. So we were looking for an alternative solution that was both technologically robust and that would move with the times. That led us to look for something cloud based, that we could expand with and develop a partnership. From there we have gone from strength to strength, and expanded more and more into a time where we are now a 100% on the ConnexAI platform.

What are the benefits of having a Cloud-Based System for Ignition?

Moving onto the cloud platform, we've experienced little to no significant downtime. In terms of productivity, because it's a new and fresher look, it's more in line with the times of the workforce we employ and within the age bracket group that are familiar with the cloud, so they have taken to it like a duck to water. This has allowed us to increase their productivity. In addition, we can utilise our data in a more efficient way by pushing contact ability up. When you are dealing with the human element of agents being a person who sits behind a screen, we never knew what they were doing in terms of what inputs they are putting on the system. ConnexAI team got on board and they developed navigation and pages that enables us to monitor our staff in real-time - allowing us to track and identify where some of those potential challenges or problems may be for our agents.

What Ignition Group says about us

From a technology point of view, moving to the cloud has given us the ability to scale a lot quicker than we intentionally would have been able to. By sending through requests and doing some planning with the ConnexAI team, we were able to deploy and expand our workforce across campaigns; from 100 agents to 200 agents, then up to 300 agents.

The traditional days of outbound sales dialling are dying very quickly, so from an Omnichannel perspective, you have to gear up.

What does the future look like for Ignition?

Gamification is huge within the contact centre environment, specifically in a sales environment. Anything that is recognising and incentivising sales agents to compete against each other will most certainly drive them to the next level.

Will you recommend ConnexAI?

I will definitely recommend ConnexAI. One of the reasons why we enjoy dealing with them is we have gotten to know a lot of their team members over the last year and a half, and the team are dedicated to what they do. In this day in age, with a lot of businesses being very corporate-focused, you just end up being another number or a ticket in a queue somewhere. Whereas with ConnexAI, you actually feel like you are part of the team and they really get involved. We have been quite integrated with ConnexAI for the past 2 years, and with the upgrades to the CXM platform that is coming, we are looking forward to rolling onto that along with the integrations within the CXM platform. We recently introduced it to one of our partners in the US who is doing quite a bit of integration at the moment. I see us growing far ahead together and look forward to the future.

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

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