



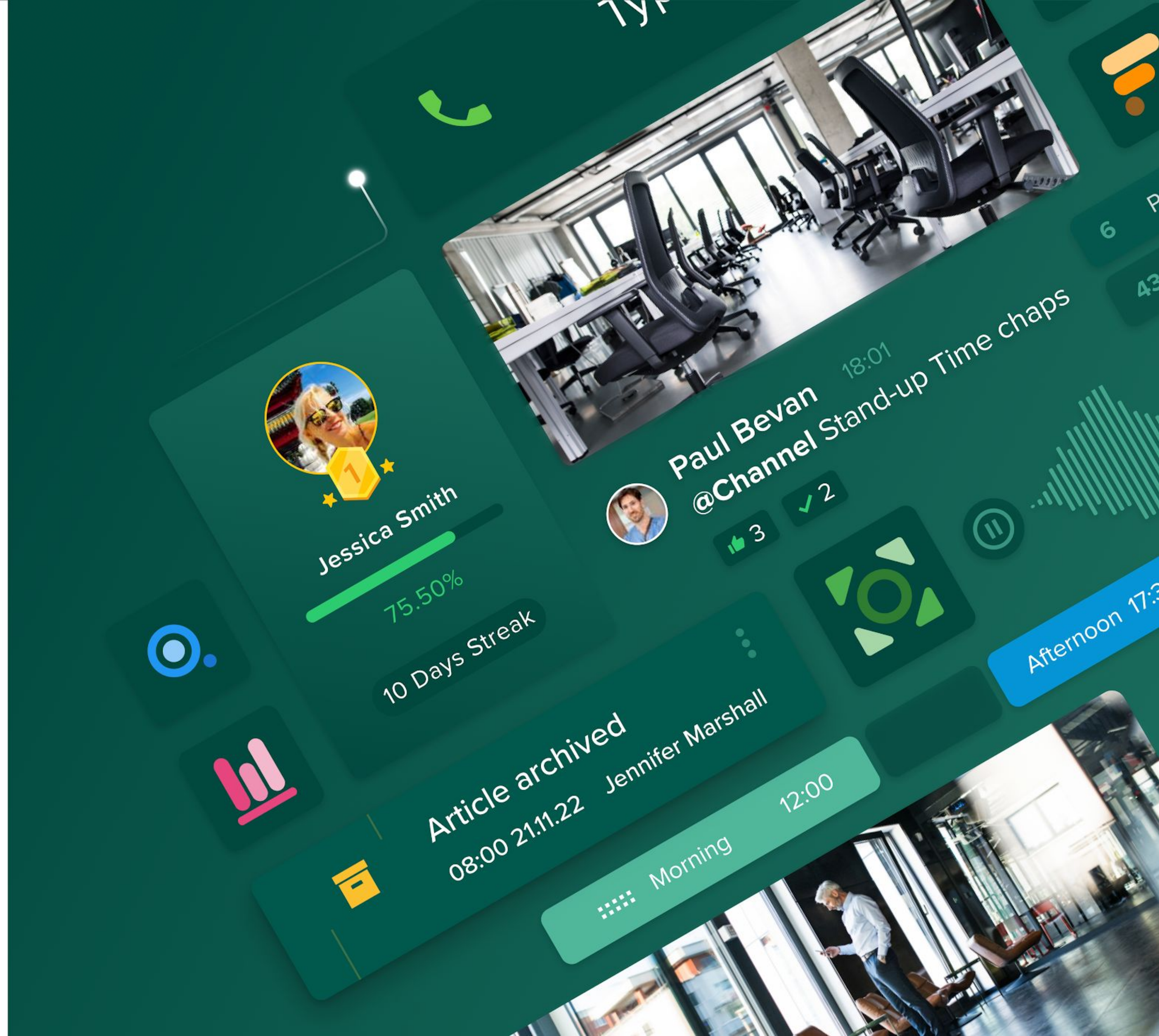
intelling 

The future of BPO Customer Service

Real-time reporting and actionable customer insights

Who is Intelling?

Established in 2012, Intelling is a leading BPO with over 1000 staff across the UK and Northern Ireland, as well as partnerships in South Africa and India. We spoke with Craig Winnard, Group Commercial Director at Intelling Group to talk about their journey with ConnexAI.



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Craig Winnard

Group Commercial Director at Intelling Group



What component in your company has dramatically improved due to ConnexAI?

Real-time reporting and real-time ROI is the centre pin for the business for all the operational and support services team as well as our clients. We now have the capability to look at the data through the clients lens at any point in the day. We have insight into how we are performing as a BPO, how we are dealing with customer interactions and what challenges are coming through, which is key to the success both for our clients but also for Intelling's performance.

What feature do you think plays an important role in the future of Contact Centres?

Being able to predict with more certainty. For example, how are we going to handle the next day, and coming weeks and months? That is a very powerful tool that we have started to expand over the years and have seen the benefits of.

How has the ConnexAI Quality Management module helped Intelling?

Compliance sits at the heart of what we do as a business. For customer acquisition or other revenue-generating activities or customer service, one of the key areas is making sure we deliver the right quality compliance standards. We work with international Blue Chip brands which set us at the highest standards, with a lot of those being FCA regulated, so we have a multi-faceted challenge where we have to be very close to compliance but achieving the highest levels of quality at the same time. I think the quality module and being able to search through the data by pulling out different strings and elements and themes, has been a really exciting development for the QM team. We also feel the benefit of being able to derive insight for our customers, for them to also see what their customers and end-users are saying about their products and services.

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 Omnichannel 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.

What Intelling says about us

“ Always having a technology stack that allows us to change focus and pivot quickly to client demand is key. ”

Craig Winnard

Group Commercial Director at Intelling Group

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How did the ConnexAI platform help you meet client's demands?

Always having a technology stack that allows us to change focus and pivot quickly to client demand is key.

How did ConnexAI help improve productivity?

The Gamify modules that ConnexAI has brought in, and developed with us, has been the real benefit to the business. At any point in the day, agents can see how well they are doing -comparing themselves against colleagues and competing with these colleagues. ConnexAI enables us to incentivise agents using a different matrix or specific attributes from their processes to encourage them to deliver best in class service, rather than simply on output or call handling time.

How has ConnexAI impacted customer service?

ConnexAI has impacted our customer service elements particularly around the Omnichannel journey and being able to interact with customers in their channel of choice. At the same time, we can also look at previous customer histories and look at interactions customers have previously had with us. The platform has also helped us to be able to bridge customer journeys; from an email into a webchat, using the AI module for a chatbot. This can then be transferred to a more personal complex interaction that requires picking up the phone and speaking to somebody. It really gives a more rounded journey for how customer journeys, and puts more power back into their hands, rather just providing the option to either self serve or speak to somebody, we can now give both options. As a result, our customer performance stats reflect that.

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Craig Winnard

Group Commercial Director at Intelling Group

How would you describe your journey with ConnexAI?

Our partnership with ConnexAI gave us a level of confidence to be able to adopt a cloud technology. This was showcased in March last year when the UK had to shut down, and we were able to transfer our agents to working from home with an almost seamless transition and with almost no downtime. That has to be a testament to how successful that journey has been with the ConnexAI Omni. Being able to provide the level of security and comfort for our clients that they could trust a working from a home strategy, which we were able to deploy rapidly and that has been well received.

What does the future for Intelling and ConnexAI look like?

It is to continue to develop and continue to complete our project in our IT transformation. We want to build on those technologies such as the AI, the sentiment analysis, the quality modules that mean we can derive deep levels of insight from our customers and add value. That is one of the core elements, while also considering efficiency and productivity, but the real thing that our clients come and ask for is insight; 'tell us something that we don't know.' I see our development and our partnership with ConnexAI being able to deliver that for clients in the future.

Would you recommend ConnexAI?

Of course, I think the system is easy to use, I think the team are fantastic, nothing is too much trouble. From the development and new ideas perspective, there is always somebody looking to expand and create new things and to innovate.



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