



National
Windscreens

YOUR NEXT GENERATION CUSTOMER EXPERIENCE

Changing customer behaviours

National Windscreens is one of the UK's fastest growing vehicle glass repair and replacement specialists.

Delivering a 99.5% right first-time glass selection, the company has a keen focus on customer experience and right first-time service delivery.

With online demand making up 20% of all bookings, and with that number set to rise, National Windscreens wanted to build a next generation digital platform to enable customers to interact with them in any way they want to.

"Our customers want to contact us in the most convenient way, and they expect the same seamless service, whichever route they choose," says Nigel Paling, Commercial and Services Director at National Windscreens.

Vodafone storm® solution

storm® from Vodafone, is a cloud-based contact centre solution that enables almost any kind of communication and provides real-time information across the business.

storm® was rolled out to 65 sites in the UK, along with other Vodafone solutions, including IPVPN, LAN and Office 365.

Using storm® and National Windscreens' new website, customers now have the choice of how they contact the business.

"As well as our workshops, customers can book on the website, over the phone, via SMS, webchat or on social media," explains Simon Hunt, Head of Sales and Marketing at National Windscreens.

Behind the scenes, agents can also switch between these different methods and keep information they need to hand; from finding the right part, to live calendars.

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Nigel Paling, Commercial and Services Director, National Windscreens

The full potential

Using storm® has also enabled National Windscreens to work more flexibly, which was needed more than ever during the peak of the pandemic, when many staff and call centre agents began working from home.

“We were already using storm® when lockdown happened,” says Pete Sargeant, Head of IT at National Windscreens. “But we wouldn’t have been able to move our people to homeworking so quickly without it. It saved the business a lot of time and effort.”

Being able to work from home in the same way as the office, has allowed the business to avoid moving to bigger, more costly premises and provided flexible working opportunities for contact centre agents - something they wanted.

Due to the success of storm®, National Windscreens are now looking to add to the platform, offering customers video calls and features like voice recognition.

“We’re already delivering excellent customer experience, but there is more to come as we exploit this new digital platform to its full potential,” concludes Nigel.

Why Vodafone Business

storm® allows agents to switch between communication channels (phone, email, chat and text), so they always have the information they need to hand.

Clever routing means customers can reach the right agent and get help quickly, reducing frustration and waiting times, especially during busy periods.

storm® is compatible with most CRM systems, so agents can access customer histories, making it easier to resolve issues and recommend solutions.

storm® can be combined with existing external exchange systems, saving the cost of new equipment.

Find out more about Vodafone storm® [here](#).



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