

## **Vodafone UK helps Carole Nash Insurance Services deliver faster, more effective services to customers**

- New workforce management system helps Carole Nash improve contact centre productivity by 6.4 per cent for 50 per cent of original forecast cost.
- Projected return on solution cost within 16 months.

Vodafone UK, the UK's best network, announces today that its installation of a new call centre system at Carole Nash Insurance Services (CNIS) means the motorcycle insurance specialist's customers can get the help they need faster and in a way that suits them. Vodafone's solution has radically overhauled the way the contact centre operates and improved customer service, productivity and efficiency, meaning the cost of the new system will be returned within 16 months.

Vodafone developed an award-winning, multi-media Contact Centre solution, integrating web, online chat and self-service options for CNIS customers which helped contact centre staff to deliver an improved level of customer service with less infrastructure and staff overheads.

By implementing Work Force Management (WFM) and Work Force Operations (WFO) solutions, CNIS was able to grow its business with less staff, while also improving overall levels of customer service. Three months after the system was set up, opening hours of the contact centre were increased from 8am to 8pm, better suiting customers. As part of the expanded access for customers, Carole Nash expanded customer services opening hours to Saturday 9am to 5pm, while saving 3.5 per cent in staff costs through improved shift scheduling.

Installed onsite by Vodafone engineers in just six weeks, the call centre system has also seen Carole Nash achieve a 50 per cent increase in outbound dialling to support marketing efforts. Other business benefits include greater flexibility in part time shift patterns, a significant extension of opening hours and dramatically improved forecasting of call volumes. As a result staff performance has improved, as has staff retention, enabling CNIS to focus on providing the best services to its customers.

"The dedication and support of Vodafone's skilled account management, project management and installation and support teams helped us to deliver the solution on time, and on budget," said Dave Bowcock, Operations Director for Carole Nash Insurance Services.

"It's given us greater flexibility, helping us add new products and services for customers and deliver the right expertise to customers at the right time."

The Vodafone solution combined an Avaya R14 CMS system to manage all of the inbound calls and to route customers seamlessly to the most suitable agent; the TotalView Workforce Management system to best manage resource in the contact centre; Avaya's 4.0.1 predictive dialler for outbound marketing calls and Symon digital wallboards which allows agents to see in real time how long customers are waiting and the types of queries being received at any one time.

Find out more about Vodafone's fixed and mobile solutions at [vodafone.co.uk/builtaroundyou](http://vodafone.co.uk/builtaroundyou).

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