

A Guide to Next Level Customer Experience

How 5 companies transformed CX, and what you can learn from them



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With over two-thirds of your customers, your first chance to make a good impression could be your only chance.

According to [research](#) from Adobe, 71% of customers are likely to stop purchasing from a brand that breaks their trust. This means that, in a world where information travels faster than ever before, any misstep has the potential to cause lasting damage and lost customer loyalty.

But these missteps still happen all the time.

Think about it. When you wait on hold for a few minutes, and you finally get through to someone, but they transfer you elsewhere. How about when an agent asks you to repeat your security answers or when you dial customer service and patiently listen, but there's not an option for your query?

We all know what it's like. Poor CX is something we love to rant about, yet more than half of customers stopped buying from a brand that broke their trust last year. All because of things that companies likely could have fixed.

Having the right technology on your side could play a huge role in helping you build longer-lasting and trusting relationships with your customers.

Let's look at a few organisations that built a better customer experience and exactly how they did it.

How did Costa Express brew a new CX?

“RingCentral Contact Centre is giving us everything we could hope for in a customer-support solution. It gives us the tools to make our agents more efficient and productive. And because it does all these things, it’s helping us improve our customer experience.”

– Deborah Woods, Contact Centre Manager

The problem:
Costa Express needed a rapid, efficient way to respond to customer queries



The solution:
Boosting contact centre efficiencies

In recent years, Costa Coffee unveiled one of the most popular innovations in its 50-year history: a self-serve coffee bar, [Costa Express](#). These easy-to-use machines, which serve barista-quality Costa Coffee, have proven so popular with consumers that the company has installed more than 10,000 Costa Express kiosks throughout the UK.

To provide service and technical support to business customers operating one of these machines, the company set up a dedicated contact centre department.

Before the company implemented RingCentral, Costa Express’ contact centre staff worked entirely in-house at company headquarters. All agents had desk phones, and none ever worked remotely.

In early 2020 – for reasons that had nothing to do with COVID – the management team decided to give RingCentral Contact Centre a trial run to find out if



the customer support team could function efficiently away from their desks. Soon after, they rolled out the cloud-based RingCentral MVPTM to help all employees make and receive business calls anywhere.

The pandemic lockdowns began only a week after the contact centre department completed its remote-work trial run. Thankfully, because RingCentral Contact Centre was now on the laptops of every Costa Express agent and supervisor, the department was ready for the sudden transition to remote work.

The department uses Contact Centre's skills-based routing to connect customers with the right agents more quickly. The team uses the admin platform to add custom options to the department's IVR – including automation options that allow customers to self-serve rather than waiting to connect with an agent.

Deborah's team taps into the advanced reporting and analytics in RingCentral to improve efficiencies. "We needed to be available 7 days a week, but because we have such granular call volume data, we realised that we could adjust our agents' shifts and reduce hours to improve agents' productivity and wait times."

Lesson 1:

Companies need technologies that improve efficiencies for agents and enable better resourcing based on intelligent analytics.



How did Côte Brasserie centralise its communications system?

“Now that we have so much actionable data about call volume and trends, we’re learning exactly when to expect upticks in inquiries or quiet periods. That’s helping us to schedule our staff more efficiently and improve the customer experience.”

– Chris Petryna, Head of IT

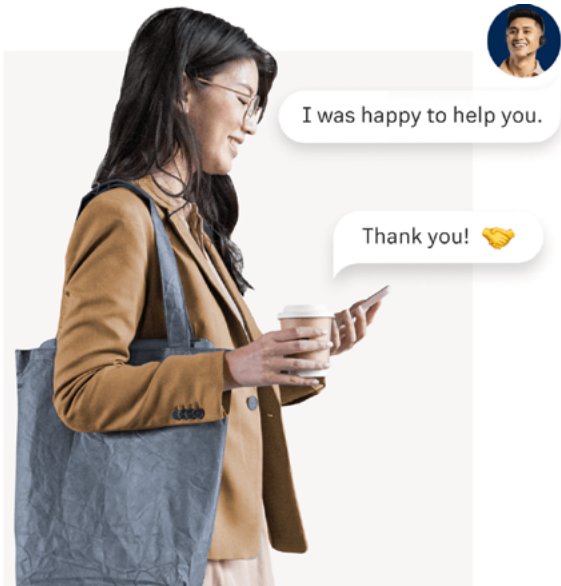
The problem:
Côte Brasserie needed to bring all communications into one place



[Côte Brasserie](#) has become one of the UK’s largest restaurant chains with nearly 100 locations across the country. But with this growing reputation for excellence across the UK, Côte soon found itself unable to support its customer service team. As Côte opened more restaurants across the country, the company’s call centre operations grew more decentralised.

“Each restaurant was managing its own reservations and other phone enquiries, which was terribly inefficient,” says Chris Petryna, Head of IT for Côte. “It created an inconsistent experience for customers, and it kept us from gaining any business insights.”

Complicating matters further, the solutions that Côte’s customer service team relied on had significant limitations of their own. “Our phone system had trouble with even simple functions the customer service team needed, such as simultaneous ringing on multiple phones or transferring a call between departments,” says Chris.



While most of Côte's customer queries are phone calls, the company has always received a high number of emails. But because customer emails weren't integrated into the team's other IT environments, responding to them became increasingly inefficient.

"Our agents had to go into Microsoft Outlook regularly to see if there were customer messages awaiting responses," Chris explains. "We had no standard process for which agent would take which email or in what order they should prioritise responses."

The solution: Finding an omnichannel contact centre solution

Côte turned to RingCentral Contact Centre. The cloud-based omnichannel solution allowed the company to direct all customer queries (phone calls, emails and online chats) to one place.

"Thanks to Contact Centre's skills-based routing capabilities, we were able to more quickly connect callers with just the right agents to handle their issues – which is helping us increase sales."

– Chris Petryna, Head of IT

"The benefits were immediate and profound," says Chris, "we could now give customers contacting us from anywhere in the country a consistent, outstanding experience. Our restaurant teams could redirect their attention away from taking reservation calls and toward creating a great dining environment."

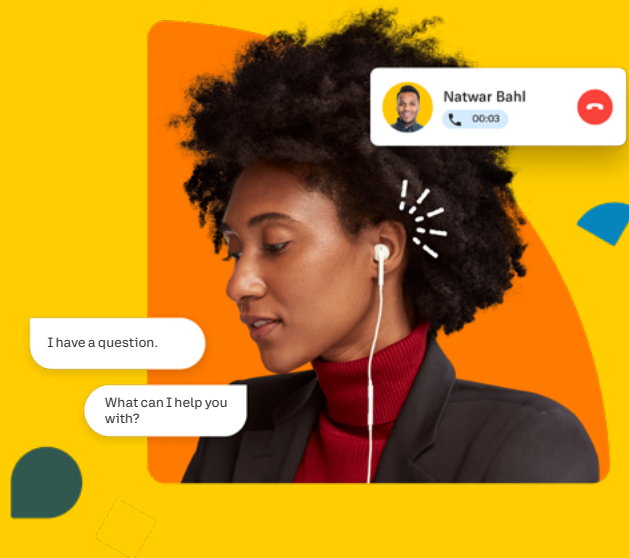
Chris adds: "Thanks to Contact Centre's skills-based routing capabilities, we were able to more quickly

connect callers with just the right agents to handle their issues – which is helping us increase sales.”

“Not only that, the level of reporting and analytics enables us to monitor peak times for inbound activity on the different channels – we’ve used this to change staff shifts and agent availability which has resulted in a reduction in dropped calls, time on-hold and email response times.”

Lesson 2:

Large, distributed companies need a centralised phone system to streamline the customer experience.



How did The Marlowe bring its UC and contact centre together?

“RingCentral won out in terms of features, ease of use, flexibility and cost. They were one of the only providers to have an integrated unified communications and contact centre solution.”

– IT & Finance Director, Paul Turner

The problem:
An outdated phone system that couldn't keep up with demand



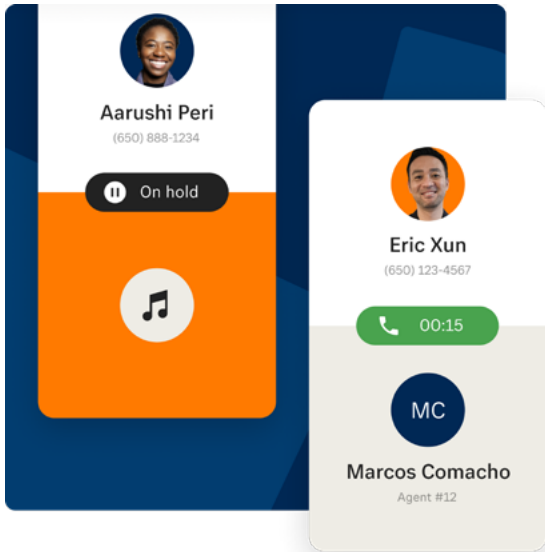
As Kent's regional theatre, [The Marlowe](#) attracts many of the biggest productions from around the country. All told, The Marlowe's work contributed £41 million to the local economy.

A few years back, the team behind The Marlowe recognised the need to transition their operations to a modern, digital infrastructure. One of the applications most in need of digital transformation was The Marlowe's phone system.

During its early years, the theatre functioned under the ownership of the Canterbury City Council. Under government rules, the organisation used the Council's IT and telephony solutions – which fell far short of The Marlowe's own needs and goals.

The organisation became an independently run charity in December 2018. At that time, it still had a two-year commitment to its existing phone and call centre systems vendor.

“We had been forced into a telephony infrastructure that required onsite servers, lacked much of the



functionality we wanted and wasn't integrated into our call centre," recalls Paul Turner, The Marlowe's IT & Finance Director, "because of the disjointed system, if someone called into one part of the business and needed transferring to the call centre, we would have to ask them to hang up and dial a different number – we knew there must be a better solution."

The solution: Onboarding a system that connects all channels

For an IT migration, the switchover to RingCentral was incredibly uneventful. "You expect some hitches during an initiative like this," says Jason Green, The Marlowe's Systems Manager. "But we didn't have any. The RingCentral rollout was surprisingly smooth."

Jason gives much of the credit for the seamless migration to support from RingCentral. "The Professional Services team really helped us with onboarding, training, setting up the integrations and helping us test the various services like our call queues," he says. "They were a big part of the reason the rollout was so successful."

And if they were pleased with the migration to RingCentral, the team at The Marlowe was downright thrilled with what their new unified communications solution enabled them to do.

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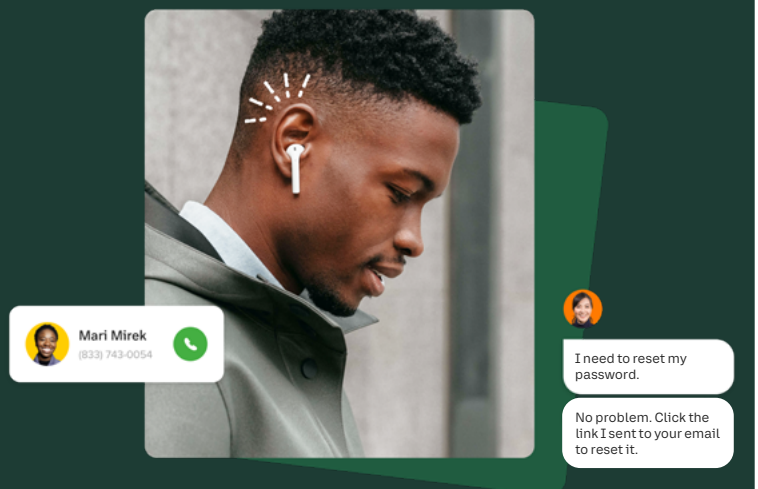
– Jason Green, Systems Manager

“With our old customer service infrastructure, email and telephony were separate,” Paul says. “Agents responding to emails had to type them out in their email programme, which took time and led to an inconsistent voice and even inaccurate answers. RingCentral Contact Centre lets us integrate email right into our agents’ workflows and preload answers to common questions. As one of our managers says, that’s a “game-changer.””

The Marlowe’s team also takes advantage of customisable and user-friendly call menus. “We’ve been able to set up different on-hold messages for members versus non-members and even create priority numbers for our major donors and other VIPs. Along with features such as call whisper, which gives our agents information on the caller before they answer, we can now give the personalised customer experience that we’ve always aimed for.” Paul explains.

Lesson 3:

When companies want to offer personalised, quality customer service, they need modern, customisable cloud-based technology.



How did Littlefish transform its employee and customer experience?

“We had a bought-and-paid-for PBX. But we were growing so rapidly, exceeding 200 support agents, that it was time for a more sophisticated solution.”

– Service Improvement Manager, Becky Roberts

The problem:
Littlefish had a legacy phone system that had the company swimming upstream



[Littlefish](#) offers digital infrastructure, cybersecurity and managed IT services to support some of the world’s most demanding organisations.

For some time, the technology and dev teams at Littlefish found ways to extend the life of the company’s traditional telephony system. But Becky Roberts, Littlefish’s Service Improvement Manager, explains that by 2019 the shortcomings of the system were coming into direct conflict with the company’s growth.

“We were adding new locations, new staff and new customers at a rapid pace,” Roberts explains. “It was becoming obvious we needed more sophisticated call centre features, such as skills-based routing, advanced IVR and an intuitive interface to let our service desk team leaders manage their own system updates.”

The solution: Empowering agents and team leaders with customer insights



With RingCentral Contact Centre, Littlefish found a solution capable of supporting the company's tremendous growth. "Almost immediately, we could see improvements to both the agent and customer experience," says Roberts. "Our agents could see the name of the contact who was calling, along with any open tickets they may have, before they picked up, so they could start the call on a more personalised note."

She adds: "We are now able to give our agents enriched information about the users engaging with Littlefish by integrating RingCentral with our ticketing system. Now when an agent is ready to take a call, they can see a plethora of information about the caller, so they are in a better position to help and deliver a much greater user experience."

Littlefish is also benefiting from reporting and analytics capabilities. "We built a sophisticated reporting dashboard for our service desk team leaders," Roberts says. "This allows them to see how many calls are coming into their teams at different times, monitor call volume and see the number of calls requiring specific skills. These reports make it much easier to schedule and allocate resources."

Although it wasn't the major factor in the company's decision to migrate to a cloud-based communications solution, Littlefish discovered in 2020 that one of the biggest advantages of RingCentral was that it enables their employees to work from anywhere.

When the COVID lockdowns went into effect across the UK, Littlefish was more prepared than most organisations to transition to a 100% remote workforce. A major reason for that was the fact that all of the company's hundreds of office employees were already

"Our agents could see the name of the contact who was calling, along with any open tickets they may have, before they picked up, so they could start the call on a more personalised note."

– Becky Roberts, Service Improvement Manager

using RingCentral's softphone capabilities to make and receive calls on their computers and smartphones.

“RingCentral is so flexible and mobile that we were able to migrate all of our staff home within one week. And we did it while keeping our 95% customer satisfaction rate.”

Lesson 4:

Today, reporting and analytics capabilities are crucial to the customer and employee experience. All contact centre leaders should arm their teams with insight.



How did Raven Housing Trust improve CX for thousands of residents?

“One of my favourite aspects of RingCentral is its ability to scale with us no matter how much or how quickly we grow. It’s going to be so easy to add users, expand our contact centre operations and spin up new offices if needed.”

– Martin Honeywood, Programme Director

The problem:
**Communications solutions here,
there and everywhere**

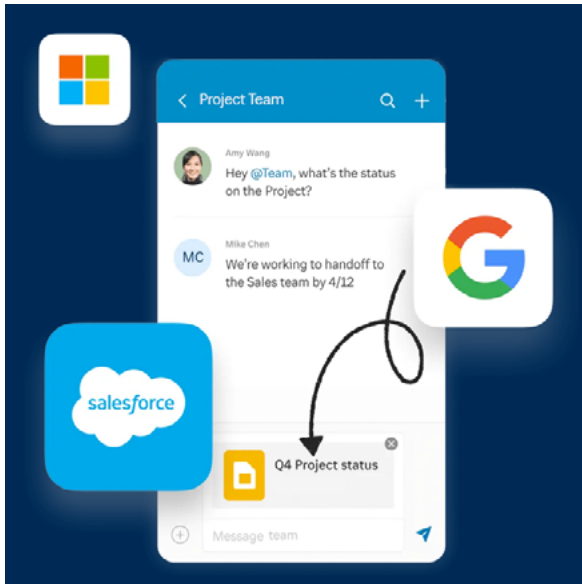


[Raven Housing Trust](#) is a registered UK social landlord that builds, manages, and maintains affordable housing for thousands of families.

Raven builds hundreds of new rental homes each year and serves as the manager for thousands of properties. With responsibility for so many people's homes, Raven's customer support team fields an enormous number of inquiries from residents. To cite just one example, in 2020, the organisation responded to 11,979 requests for property repairs.

Martin Honeywood, Raven's Programme Director, explains that as the company grew and added more rental customers, the increasing call volume placed pressure on its legacy phone system. Nor, he adds, was that the only challenge.

“Over time, we had built up an infrastructure of disparate phone systems. For our primary telephony solution, making even simple changes, such as updating our main greeting, required asking the vendor



for help. And the system couldn't support our customer service agents working from home – an issue that became a top-priority problem during COVID.”

**The solution:
Making things simple for agents
with skills-based routing and
CRM integration**

Martin turned to the consultants at AllThingsCX to help Raven find a unified cloud communications solution both for employees' business telephony needs and the company's contact centre operations. They recommended RingCentral to the housing trust.

Martin explains that from a business telephony standpoint, RingCentral helped Raven make many of its regular workflows more efficient than ever. "Our department managers are thrilled with how easily they can manage and update the phone system themselves," he says.

“Whereas before they had to wait for help from the supplier, they can now add users, or change phone menus, immediately and from any device. That's a massive operational advantage.”

"Our department managers are thrilled with how easily they can manage and update the phone system themselves,"

– Martin Honeywood, Programme Director

For Raven's high-volume customer support department, the company has seen significant operational improvements.

“Our old phone system just didn’t have the sophisticated menus or the skill-based routing that we now have with RingCentral Contact Centre. For customers calling with a question that required specific knowledge, we’d often have to transfer them around or ask them to call back. With RingCentral Contact Centre, we can get those callers to the right people on the first try – which is creating a better customer experience and reducing our overall call volume.”

Raven’s customer support team is enjoying workflow improvements, Martin explains, after implementing the RingCentral integration for Microsoft Dynamics 365, Raven’s CRM.

“The RingCentral integration into our Dynamics 365 CRM environment is excellent. Now when a customer calls our support team, the agent answering can see the person’s profile and what they’re calling about even before they pick up. That’s another huge advantage – both for our agents and for the customers they’re helping.”

Lesson 5:

Companies need communications technologies to work with existing business apps to make life easier for agents so CX doesn't suffer.



Here's what matters most

Providing a great customer experience isn't just about your customers anymore. Streamlining your operations, improving efficiencies and offering better self-serve opportunities also makes life easier for employees, which leads to happier customers.

As you've seen with these businesses, RingCentral's Contact Centre solution allows organisations to provide immediate, helpful customer service from anywhere. Features such as skills-based routing, agent management, real-time insights, and other capabilities help businesses to improve the workday experience for agents and keep customers satisfied.

Modern features and solutions like cloud-based contact centres that support remote agents will help you grow your business and improve customer loyalty.

For more on becoming a customer-centric organisation, see how RingCentral's [cloud contact centre solutions](#) can work for you.

For more information, please contact a sales representative. Visit ringcentral.co.uk or call 0800 098 8136.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

RingCentral

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