Swale Heating improves business with 8x8's Cloud Communications solution

Independent heating company

Swale Heating is the biggest independent heating company in the South of England providing heating to homes across Kent and Sussex. On average the call centre receives 10,000 calls per week so Swale Heating was looking for a resilient system that would support the business through its busiest times.

Problem: reduction in customer service levels during busy periods

Before working with 8x8, Swale Heating was using an in-house PBX system to handle its customer service phone calls. The phone system only had a 30 line capacity for the entire call centre which consistently kept customers on hold for long periods of time. During busy winter spells this wasn't effective and was leaving customers on hold for long periods of time.

Swale Heating also has a number of working parents and carers and wanted to offer flexible working opportunities, so needed a system that would let employees easily work from home.

Solution: a unified cloud based communications system

The answer for Swale Heating was 8x8's suite of innovative Enterprise Communications as a Service (EcaaS) solutions. The business is now using 8x8's Virtual Office, Virtual Contact Centre and EasyContactNow to boost customer satisfaction and improve productivity within the team.

The benefits: improved customer service and productivity while saving money

8x8's Virtual Contact Centre allows Swale Heating to handle a much larger number of calls to meet demand. The business now has access to 80 seats for customer service agents, as well as ensuring that calls are routed to the right agent that can best assist a customer. With Virtual Contact Centre, Swale Heating now gives customers the option to receive a call back, a feature that has become increasingly popular.

As a fast growing company in a seasonal industry, Swale Heating now has much more flexibility by using Virtual Contact Centre, with the ability to easily add seats

Customer: Swale Heating

Industry: Heating

8x8 Products: Virtual Office Pro, EasyContactNow and Virtual Contact Centre

Virtual Office Lines: 165

EasyContactNow: PAYG

Virtual Contact Centre Seats: 60

Favorite 8x8 Features:
- Flexibility to quickly deploy
- Conference calling

Website: www.swaleheating.com

> " *Introducing 8x8's ECaaS solution was an obvious choice for us. We needed something that would work across the entirety of the business, was seamless to deploy and most importantly would boost the user experience for our customers – 8x8 gave us all three.*
>
> —**Jamie Monk**,
> Contact Centre Operations Manager, Swale Heating

in winter and remove them in summer. Swale Heating can now also track and monitor inbound calls allowing the team to plan capacity according to the volume of incoming calls throughout the year.

By using workforce management suite, injixo, 8x8 was easily able to integrate Virtual Contact Centre and retrieve Swale Heating's historical call records and agent status data.

Following the introduction of EasyContactNow, customer communication has been enhanced. Swale Heating can now run relevant campaigns to communicate with customers and share emails and critical customer information between agents, which provides quicker call resolution and increased customer satisfaction.

8x8's Virtual Office gives Swale Heating employees more options to work flexibly. The full business phone service features in-built audio and video conferencing and instant messaging for 160 seats. Calls can be transferred to alternate numbers or devices, including mobile, tablet or home phone, allowing employees to work wherever and bringing office communications in line with their modern approach to service delivery.

Since the system was introduced in January 2016, Swale Heating has seen costs cut by a third, whilst customer service and efficiency have both improved.

Speaking about the new system, Jamie Monk, Contact Centre Operations Manager at Swale Heating, says: "Introducing 8x8's ECaaS solution was an obvious choice for us. We needed something that would work across the entirety of the business, was seamless to deploy and most importantly would boost the user experience for our customers – 8x8 gave us all three. The price point made the decision even easier for us and we've seen our costs cut by a third, a great reduction for any business."

Find out how 8x8 can help your business. Call 020 7096 6000 or visit 8x8.com/uk

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