

# Animal Friends

## Social media integration provides best of breed customer service capabilities



### PROJECT IN BRIEF

Animal Friends had their customer service capabilities transformed with the installation of the SV8100, including bespoke database integration with the help of NEC Technical Services.

### PROFILE

#### Customer:

- Animal Friends

#### Industry:

- Insurance/Charity

#### Challenges:

- Bespoke integration to CRM required, online service standards require improvement

#### Solution:

- SV8100 Communications Platform
- MyCalls Call Manager application
- UCB application
- Specialist bespoke integration by NEC Technical Services

#### Result:

- Online services levels improved, increased productivity with click-to-dial in CRM, social media trawler implemented

### CUSTOMER PROFILE

Located in Amesbury, Animal Friends provide tailor-made pet insurance solutions. With 10 years experience, the company has provided over 100,000 pet insurance policies to animal owners in the UK. Animal Friends also donate monthly profits to animal charities worldwide each year.



### CHALLENGE

Animal Friends wanted to boost service standards by offering faster responses and personalised help to customers, however they made contact. To achieve this, the company needed integration with the CRM database. They also wanted a way to consolidate customer contact coming in through their website and their social media pages into manageable tasks for their staff.

### SOLUTION

NEC Technical Services consulted with Animal Friends to discuss how the NEC SV8100 telephone system with the UCB server could address their needs. Liaising with the CRM developers, they looked into how their bespoke project management would enable the application would interact with the CRM system to provide the company with full integration.

### PROJECT

Once the UCB server was configured, NEC Technical Services focussed on the specialist bespoke integration needs of Animal Friends. They ensured that the telephone system and UCB would seamlessly integrate with the

## Case Study SV8100, MyCalls, UCB & NEC Technical Services



CRM system, liaising with the CRM developers to successfully implement the solution. The queuing of web chats via the company website was also enabled, which involved using the features of UCB to give the contact page of the company website this additional functionality. A social media trawler was added, which worked with third party websites on which Animal Friends had a profile, to feed both positive and negative activity into agents as tasks.

### BENEFITS

Integrating the UCB server with the existing CRM system enabled screen popping with each call, which helped agents to offer better service. Enhanced routing of calls to the correct agent also saved call handling time and meant that customer enquiries were dealt with effectively on their first attempt. Being able to dial out from the CRM with a single click was also a benefit of UCB, leading to greater productivity and elimination of mis-dials.

Web chatting between customer and agent was implemented as a new function. Customers can visit the website and initiate a chat with a member of staff via the 'do you need some help?' button. Queuing of web chats was extremely useful, enabling agents to efficiently deal with online queries, as customers went through the web-based

## “Animal Friends estimated that they had become as much as 400% more productive using UCB”

insurance quoting system. This way of dealing with enquiries was even faster than the phone as it allowed agents to multi-task. Using the seamless instant messaging, the agent could easily guide the customer through the process. This provides an excellent benefit to both Animal Friends and their customers, helping Animal Friends to win more business, especially during the times when the phones are quieter.

The social media trawler provided Animal Friends with an effortless way of keeping track of comments and queries made on networking websites. This allowed them to provide yet another method for the customer to make direct contact with the company, offering an enhanced level of service and fast responses. Real-time feedback on customer's comments can be given in a multimedia queue, offering the chance to analyse perceived service standards and make instant improvements.

### RESULTS

The project management, expertise and level of integration offered by NEC Technical Services enabled the business needs of Animal Friends to be met. Overall, the project was a great success. “Since we have had the new phone system we have reduced our call waiting times by 50%, helping achieve our service levels.

This has also helped us manage our resources more efficiently” said Natalie Sword, Animal Friends General Manager.



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