



INDIGO PARKING TRANSFORMS ITS UK SERVICE CENTER WITH IFS CUSTOMER ENGAGEMENT™

One of the UK's largest providers of parking infrastructure, Indigo Parking specializes in the development and management of bespoke car parking solutions for healthcare, local authorities, rail, education, retail and property sectors. With 5,500 car parks in over 750 cities, Indigo's UK service center needed an omni-channel contact center solution that supported its requirements, while allowing it to take the next step in advancing the management of its customer services.

Previously, Indigo's UK call center had a basic telephony system in place. However, significant growth and an increase in customer requests meant that it needed a system that would deliver CRM functionality with a 360-degree view of the customer. Having to navigate multiple systems, depending on which channel the customer contacted them via, agents would have to change screen accordingly. Consequently, agents spent most of their query handling time switching screens, trying to find the relevant customer information rather than focusing on the request at hand. Indigo needed a solution whereby multiple channels could be accessed via one system and agents could see all incoming queries on their desktop.

Without the ability to measure and analyze key call center metrics, Indigo was not able to fully ascertain what the key drivers were for its customers calling in. Neither could the company track the performance of agents or produce effective reporting to improve from. It was important to have this intelligence in order to enhance the customer service and gain further insights.

THE SOLUTION UNIFIED AGENT DESKTOP

Following a competitive tender, IFS won the business and secured a 5-year contract with Indigo. IFS implemented its technology solution, IFS Customer Engagement, which serves to provide a single source of enquiry and intelligence for the contact center. The project provides a 360-degree view of the customer for service agents, allowing them to dynamically pull data from all systems into one unified screen. The agents will no longer have to navigate multiple screens to manage a request or find customer details; nor will they have to duplicate their workload by inputting data multiple times into more than one system.

Having several different systems to navigate; for example, Indigo's service agents were referring to one system for penalty charge notices, another for bookings, and another for emails; agents were wasting time switching between screens and trying to collate all the necessary information to deal with a customer request. The benefit of having a mash-up of all the necessary data on one desktop allows them to focus more on the conversation that they are having with the customer and channel their energy into finding a solution that best suits them.

ABOUT INDIGO PARKING

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<https://uk.parkindigo.com>



BENEFITS

- Alongside a vast improvement in tracking and reporting, Indigo is now able to identify peaks and problems with a clearer view. Consequently, it can manage staffing rotas accordingly and notify customers when experiencing any technical difficulties.
- Response time for queries has decreased from weeks to hours with the efficient management and correct prioritization of contact requests.
- The 360-degree view of all channels and customer data has drastically boosted efficiency and experience for agents when dealing with communications from multiple channels.

With the unified desktop, agents will be able to help customers in a more efficient and concise manner while providing a personalized service, which will keep them miles ahead of their competitors.

EMAIL MANAGEMENT

IFS Customer Engagement includes an email management module designed for email customer service so that Indigo no longer needs to use Outlook as its primary resource. “The main issue with Outlook was that all agents have different sorting preferences. So emails could be opened or filed without being prioritized correctly. Furthermore, customers calling in were often dealt with immediately, whereas emails were not necessarily given the same urgency,” says Caroline Theobald, Commercial Manager at Indigo UK. “Prior to the deployment, we had no method of tracking or prioritizing certain requests, but we are now in the process of making the whole agent experience a lot easier as it saves them time and offers a clear management tool for everyone.”

With more capable technology serving the company, agents are also able to reduce call handling times. With template responses and information more readily available, agents are able to resolve issues more efficiently than before.

“We now work in a fundamentally different way, as the system is able to route and prioritize requests according to rules that we set in place,” explains Theobald. Indigo agents are also able to track and assign emails clearly, ensuring that nothing is left past a maximum of a 7-day window for response.

“It was also important to have the flexibility to evolve as a company, as our customers and internal requests changed over time.”

Caroline Theobald, Commercial Manager, Indigo UK

SOCIAL MEDIA

A key communication channel for Indigo, customers often use Twitter to get in touch with the company if the parking app or machine isn't working. Usually worried about incurring a penalty charge, they want to make sure it is clear that they have tried to pay before leaving their vehicle.

With IFS Customer Engagement, Indigo agents can manage and reply to tweets from the same screen that is connected to the CRM system. As these messages are coming directly from car parks, Caroline and her team work hard to ensure that these people are responded to within a 5–10min window. Using the system means that every single tweet is replied to and dealt with in a concise and simple manner.

Quite often, companies fail to recognize that social media needs as much attention as other communication channels within the customer service department. This responsibility is regularly passed to the marketing team, which is not manned 24/7. This opens them up to the risk of losing the message in transition from one department to the other. Indigo have a dedicated team of customer service agents who focus on urgent contact requests to ensure that their customers feel valued and prioritized.

Since the deployment of IFS Customer Engagement, Indigo customers no longer need to wait in phone queues or for emails to be responded to as tweeting their requests will get them an incredibly rapid response.



CONCLUSION

“A lot of systems do either CRM or the call center system, not both. But we have a one-stop-shop for these systems and a way of collating all useful information so that the agents don't have to,” comments David Ormston, Director of Customer Success at IFS. “Indigo needed a solution that was very much focused around cost and flexibility, so that the UK service center could operate independently from the global office. intelligentContact is able to provide a completely bespoke software package that is adaptable to the company's growth rate as well their needs within budget.”

Further information, e-mail to info@ifsworld.com, contact your local IFS office or visit our web site, IFSworld.com

