

HM Courts & Tribunals Service transforms customer and employee experience with cloud contact centre solution

Customer

Ministry of Justice

Industry

UK Central Government

Challenge

Create a more efficient, customer-centric contact centre with smarter reporting and digital channels

Solution

8x8 X-series platform back by Amilah's professional services, systems integration knowledge and change management expertise

Result

- **90% reduction** in call waiting times
- **30,000+ calls** answered within 30 seconds
- **Valuable resources** freed up to help public and legal professionals

Energised by innovation

HMCTS wanted to create a virtual customer service centre across multiple locations but was constrained by outdated technology. Each site relied on limited, siloed communications systems connected to the public telephone network with legacy technology.

So, inbound capacity was swamped by queuing customers at busy times, resulting in new callers getting the engaged tone. Even worse, key performance metrics like abandoned calls, average handle time and first call resolution rates were complete blind spots.

Top priorities were to make the service less confusing, easier to navigate and more responsive to the public's needs. First, by ensuring every user felt treated with respect, swiftly and fairly. Second, by moving to a more efficient contact-centre-as-a-service model with smarter reporting and digital channels, boosting CX and value for taxpayers.

Superior customer and agent experience

The previous divide between front and back office functions has been replaced with a more blended and varied workstyle. With greater job enrichment agents can hone new skills in different disciplines. And, unlike before, they're able to multi-task, effortlessly switching between calls and webchat – a new option introduced for customers looking for immediate information and support online.

Service levels have risen dramatically. Call waiting time has dropped by 90%. Freed from having to constantly re-key information, agents now work more productively and serve more customers. 8x8 intelligent routing directs callers to the best-placed agents with the right skills and knowledge. During the first 12 months the agency answered 30,000 calls within 30 seconds, a stark contrast to when calls would get bumped and not even make the queue.

Data is no longer buried in spreadsheets. The new workforce management tools help ensure the right resources are in the right place at the right time. Supervisors always have their fingers on the pulse with an instant view of customer journeys, queues and service performance. With better intelligence and analytics, it's also much easier to adjust call flows.

"We were looking for a reliable solution that was quick to implement and easy to scale. With an excellent track record delivering quality solutions for public sector projects, choosing 8x8 was a no brainer for us. We are in the process of rolling out 8x8 X Series in our first three service centres, with more to follow. We ultimately want to improve efficiency across the board and ensure the British public receives the best possible support from us"

Richard Goodman, HMCTS Change Director

Futureproofed

PCI compliance is more robust. Project managed extensively by Amilah, a PCI Pal secure payment solution allows any agent to take a payment just by clicking a button. This triggers a custom-built pop-up script, ensuring consistent handling and allowing call recording to be paused to omit sensitive information, such as the customer's card details.

At the time of the deployment, the agency was in discussions with staff and trade unions about extending office hours. So, Amilah pre-configured the 8x8 cloud platform to take account of this future requirement, again saving on expense and effort. That innovation recently took place painlessly enabling the agency to open on Saturdays and extend coverage to 8.00 p.m. weekdays. Once again, making it easier and more convenient for customers to get the advice and support they need.