



Exceptional  
Customer  
Contact

# IPI FACILITATES EUROPA GROUP'S RAPID TRANSFORMATION TO THE CLOUD IN UNPRECEDENTED TIMES

EUROPA

G R O U P

## ENABLES CONTINUED EXCEPTIONAL CX AND ADDITIONAL OMNICHANNEL CAPABILITIES

### CHALLENGE

Europa Group is a long-standing client of IPI. Prior to the COVID-19 pandemic, Europa Group was engaged in discussions with IPI about upgrading its on-premise Avaya Contact Centre system to include newer technologies and cloud-based capabilities. IPI worked to advise the team on which new technologies would be the most appropriate for its requirements.

However, when pandemic restrictions required a mass move to remote work, the need for a cloud-based system became expedited – as Europa Group quickly realised that its Avaya solution wouldn't be able to keep the contact centre agents working from home to the same level and ability as it had been on-premise.

### ABOUT EUROPA

Europa Group is a leading solutions-based provider of insurance services, specialising in the motor manufacturer and motorcycle markets. Having initially developed products for motorcycle dealers and manufacturers, Europa Group has expanded over its 20-year history to provide solutions for other insurance brokers, insurance companies and affinity brands, including a number of well-known high street national and international brands such as RAC Insurance, Nissan and Vauxhall.

Based in Bristol, UK, Europa Group's customer service is handled through its Contact Centre, where its growing number of over 175 agents handle everything from queries relating to renewals, complaints and partner opportunities.



## HOW IPI ENABLED IT

IPI recommended a move to the cloud-based Business Continuity Planning (BCP) offering from Genesys, the Genesys Rapid Response, a transition IPI had already successfully implemented with other clients that had needed to make a quick move to the cloud as a result of the pandemic. Within just a week, IPI had moved Europa Group's contact centre to the Genesys Cloud, with all agents trained and ready to work from home on the new system. This meant there was little impact on customer service delivery during the transition period.

Europa Group's customer service agents took to the new system immediately. They appreciated the easy usability and responsiveness of the cloud set-up that would allow them to work from home and continue to deliver exceptional customer contact, while still keeping in touch with their colleagues through the platform's in-built communications webchat capability.

The new system was a success, for both customers and agents alike. So much so, that Europa Group decided to migrate its Contact Centre permanently to the full Genesys Cloud platform. With IPI's experts leading the rollout, and despite the challenges of having to implement and rollout everything online via Teams, Europa Group's migration to Genesys Cloud 3 was completed with little to no disruption, and across a very short period of time.

## RESULTS

The new cloud-based system not only enabled operations to continue and agents to deliver service to customers under unprecedented circumstances, but it also provided Europa Group with a whole host of new capabilities that its previous on-premise solution did not offer, especially when it moved from the BCP platform to the full Genesys Cloud 3 system. This included voice and chatbot tools as well as other omnichannel applications that Europa Group's customers have come to expect in today's digital first, multi-channel world.

Another benefit to the new system is that Europa Group's reporting, across all channels, is all now in one centralised location, something it did not have the capability to do before, giving it greater visibility into agent and customer challenges and trends.

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To ensure that both Europa Group's own needs and that of its customers were met, IPI put together a **Blueprint**. Here, IPI's expert consultants conducted a thorough review of the client's key operational areas such as people, processes and technology. Then, with a more holistic view of Europa Group's needs, IPI was able to recommend the best features from the Genesys platform to implement as a priority, and propose a roadmap for implementing further initiatives and applications that would realise the most ROI and deliver on requirements in the future.

IPI keeps Europa Group informed of the latest updates to the platform and of its future roadmap on a monthly basis. IPI's technical experts are also always on hand to answer any questions about the platform or make any adjustments to the system.

As Europa Group continues to encounter new features on the system and as its customers' needs continue to evolve, IPI is working alongside the client to plan further implementation and integration of features and functionalities such as speech analytics.

**OUR CLIENT IS HAPPY BECAUSE:**

IPI has demonstrated to us once again why it leads the charge for both service and technology. When we needed to enable homeworking quickly, their team recommended and transitioned our agents from Avaya to Genesys Cloud within days, enabling us to continue servicing our customers without any business interruption.

The solution has proven to be agile and intuitive and a massive success with our agents, and it was an easy decision to move from the BCP solution to the full Genesys platform. There would have been mutiny if we'd have taken it away from the agents! The messaging capability enables them to support each other and help with customer queries while working remotely. The partnership between IPI and Genesys is an exciting one, and we look forward to driving increased benefit from the end-to-end solutions they offer.

Andy Cole, General Manager - Europa Group

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Providing Europa Group with a Blueprint has enabled them to get the most out of their new, cloud-based Contact Centre environment. With the myriad of applications and tools that became available to them with their move to Genesys, it was important for us and them that we set out a clear picture of how they would be able to make the most out of what the platform had to offer. It's also a crucial part of our services to maintain ongoing support for our clients, not just the implementation phase, ensuring their success and futureproofing their ability to deliver exceptional customer service at every step of the way.

Craig Farley, Head of Consulting - IPI