



Eko x Call Centres

Case Study



The company

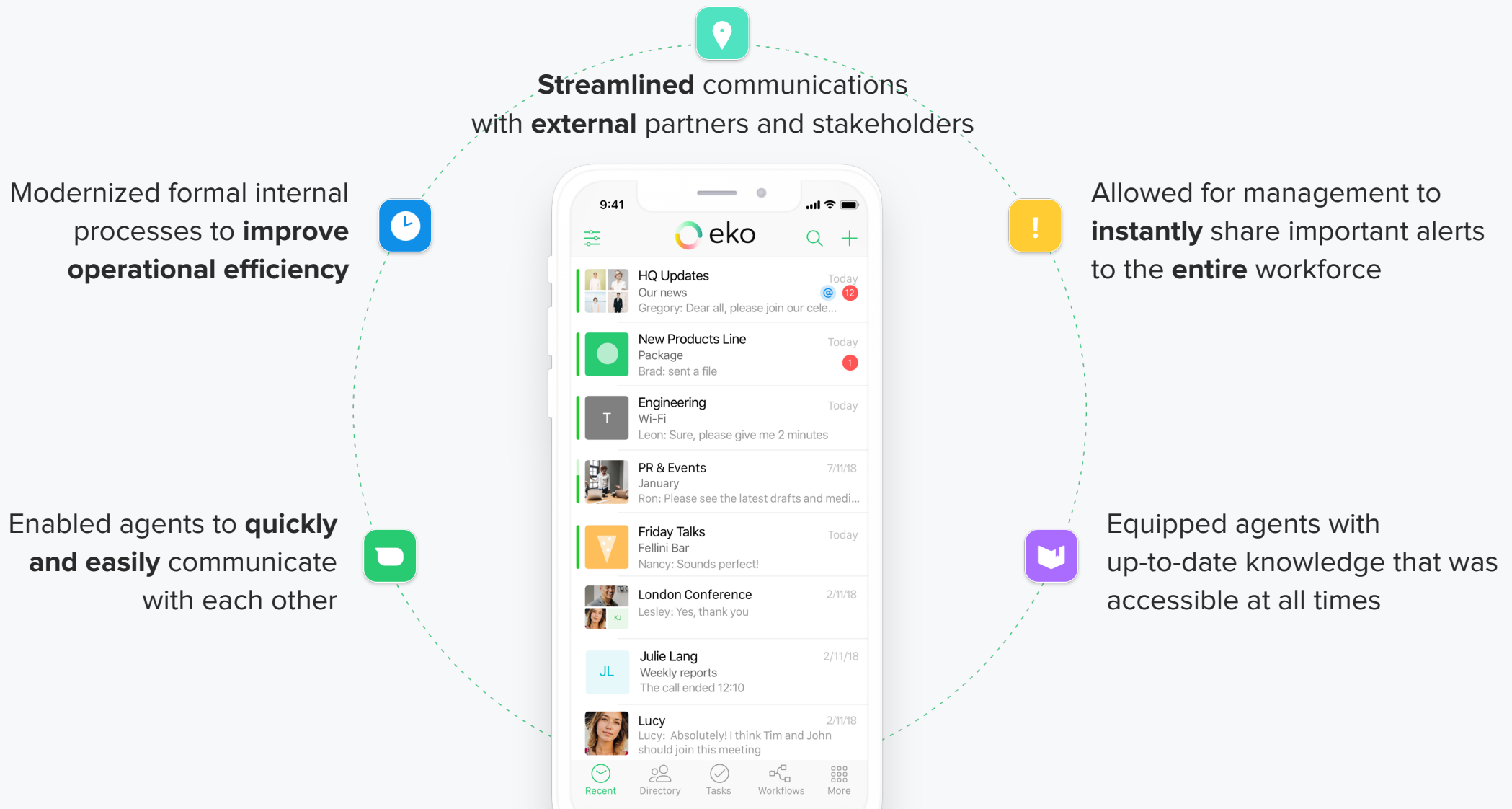
A leading UK call centre operator | 400+ agents | Multi-channel service ranging from social media to voice

This award-winning call centre acts as an independent customer service partner for multiple sectors of the public transport industry in the UK. They work closely with various major transport operators and authorities, guaranteeing quality service with a personalised and humanised approach.

The challenge

The company's rapid growth and team expansion meant that it was more difficult to streamline internal communications, onboard new joiners at a quick but effective pace, and maintain tight-knit team relations. It also became more difficult to communicate with and manage so many partnered companies as the list grew. Introducing an internal tool to combat this became crucial for boosting staff engagement

The solution:
By implementing Eko, the company successfully:



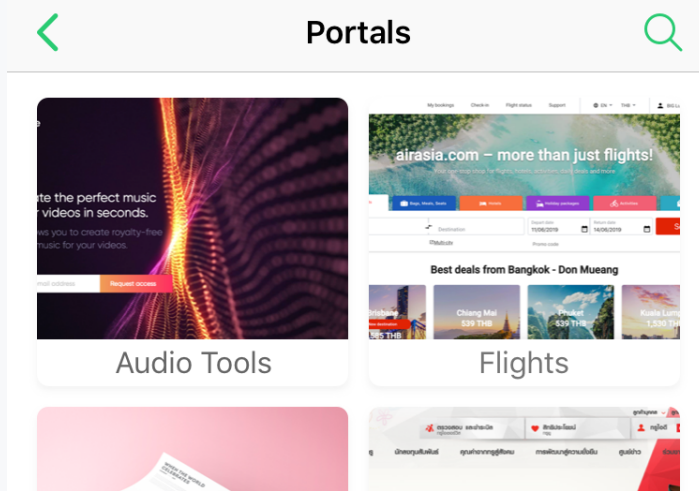
Use Case 1

To equip agents with up-to-date knowledge
to empower their service ability

Known for enforcing non-scripted assistance that feel like real conversations, the company requires highly-trained staff to deliver quality service. Before Eko, this meant a long and manual training process.

Now, important documents like training materials, introduction videos, FAQs and case studies are centrally stored in Eko's *Library* in structured folders.

But, of course, product training is not everything. The company also used Portal to refer to relevant external sources, like courses on emotional intelligence and conflict management, to enhance an agent's level of service in a holistic way without them having to leave Eko at all.



Keeping the information in a centralised and secured place means learning is not a one-time event but an ongoing process for all agents, making everyone feel well-equipped to face all customer problems and questions.

Results

- ✓ Quicker and more effective onboarding
- ✓ Agents feel empowered to face any customer problem
- ✓ Secure storage of important documents in a centralised place

Features used

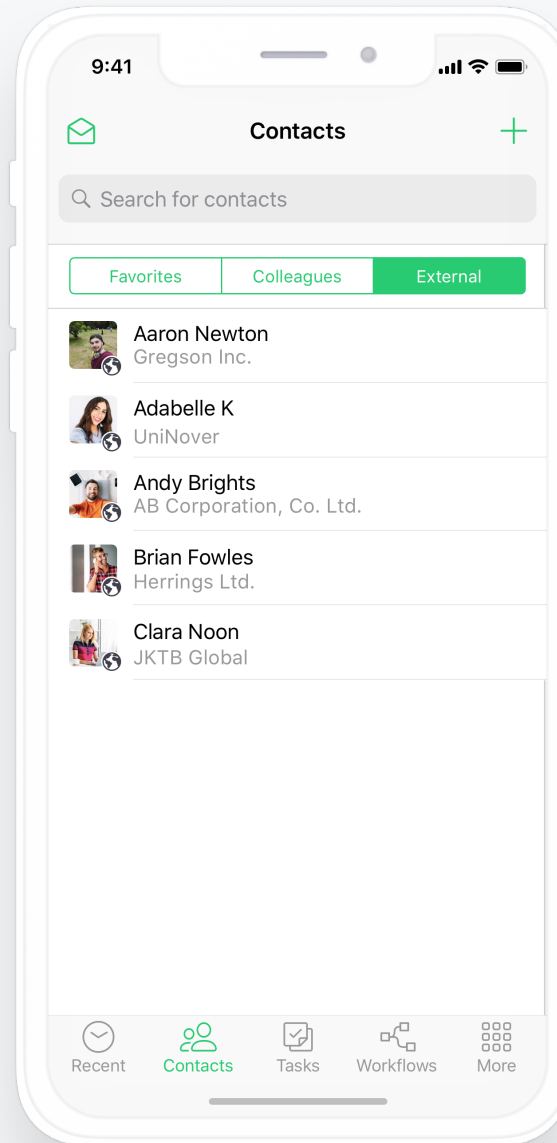
Library
Portal

Use Case 2

To streamline communications with external partners and stakeholders

As an independent call center for multiple companies and services, communicating problems raised by customers to the respective company previously involved switching to a different platform or actually calling up the company. This meant agents had to juggle between multiple platforms at any given time to pass on information.

By adding partnered companies directly onto Eko as *Guest Users*, agents could quickly inform the correct correspondent, such as the engineer in the partnered rail company, of the issue raised. Ultimately, this meant that customer-facing problems were fixed more smoothly and quickly, resulting in a boost in customer satisfaction and quality of assistance provided by the call center.



Results

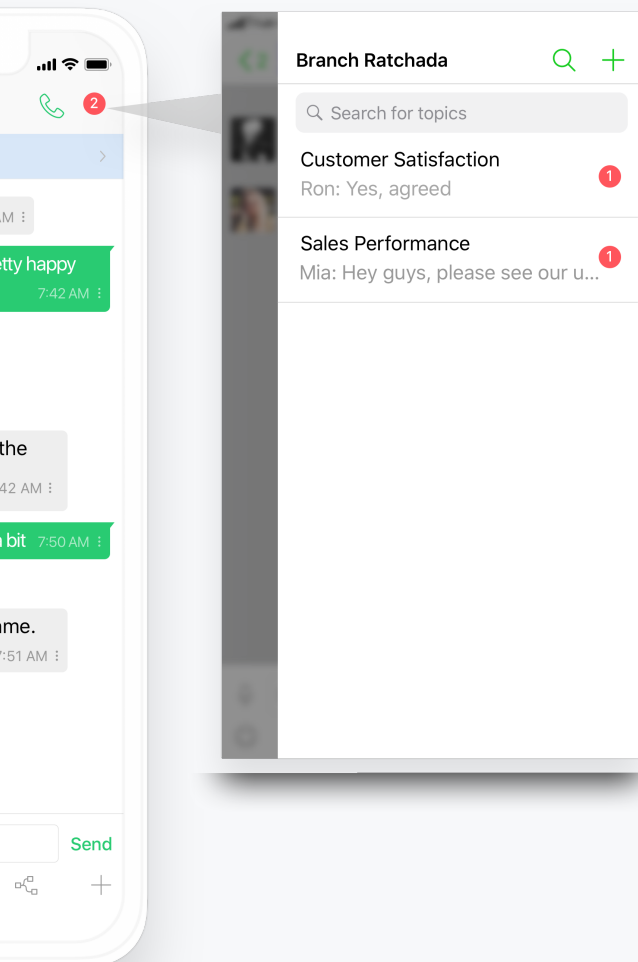
- ✓ Streamlined communications between call center and company
- ✓ Problems shared and fixed at a faster and smoother rate
- ✓ Better customer service delivered

Features used

Guest Users

Use Case 3

To enable agents to quickly and easily connect with each other



With Eko's chat features, agents could easily connect with other agents or lead agents to brainstorm solutions, ask for guidance or escalate important issues. Conversations were clearly organized into *Topics* to allow for multiple ongoing subjects without anything getting lost, while *Thumbs Up* allowed them to recognize each other's good performance.

This created a stronger network of agents, where each individual felt a higher level of support from their peers and a better ability to access their superiors.

With the independent set up in a call centre, combined with constantly speaking to unhappy customers, it was previously very easy for agents to feel siloed and unmotivated. Having a stronger support system improved team spirit and boosted engagement, resulting in better customer satisfaction due to improved service qualities.

Results

- ✓ Better communication between agents and leads
- ✓ Boosted team spirit and engagement
- ✓ Improved overall customer service

Features used

Chats & Group Chats
Topics
Thumbs Up

Use Case 4

To allow instant sharing of important alerts from management to the entire workforce

Sharing important updates to everyone in the company got much easier with Eko's *Broadcast*. Top management no longer had to rely on the information filtering down through seniority levels with word-of-mouth, which took time and often resulted in inaccurate information reaching agents.

For example, when a technical error occurred with a partnered train company and was causing delays, managers could instantly blast to all agents to expect high call volumes that day. In turn, agents felt better prepared for their tasks and more connected to management.

Thanks to the *Read receipts*, management were aware of how many people viewed the message and staff could further reiterate this with simple *Acknowledgement* ticks.



Mark Jason

Hi, team! There was a dealy on the route 12H, please expect high call volumes today.
Latest status: bit.ly/hJihsj1

✓ 67

Results

- ✓ Better informed workforce
- ✓ Transparency from management
- ✓ Guaranteed correct information shared

Features used

Broadcast
Read Receipts
Acknowledgements

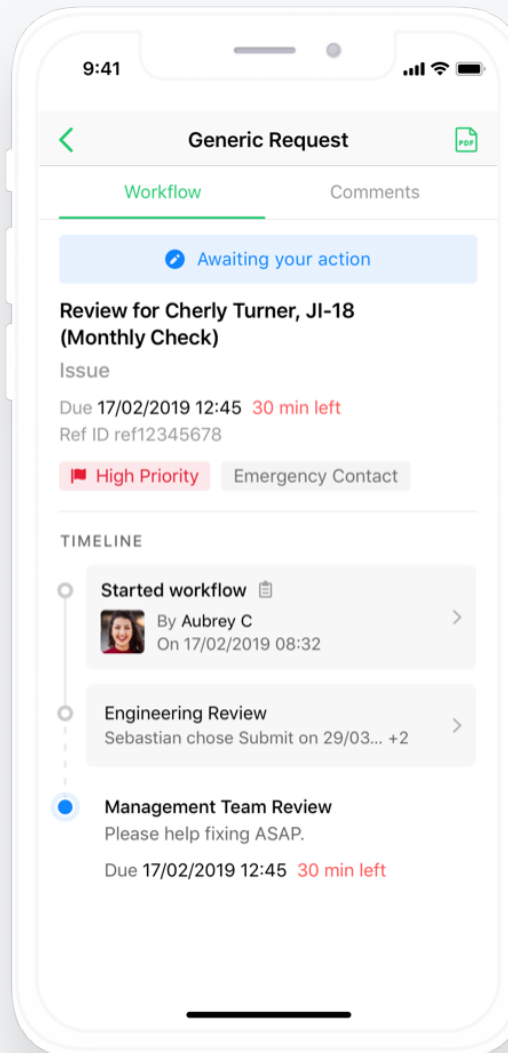
Use Case 5

To modernise formal internal processes and improve operational efficiency

Paper-heavy manual processes became a thing of the past after the introduction Eko. Agents could now easily apply for leave, request for shift changes and perform evaluations with Eko's *Workflows*.

Multi-stage approval forms were set up with proper due dates and priority statuses, and automatically moved from one involved staff member to another until completed. Management saved time by providing *e-Signatures* on the go.

With this, the company managed to save a huge amount of time and money on internal processes. They could also be confident that all important forms were securely stored on Eko, with the ability to easily export for auditing at any time they need.



Results

- ✓ Quicker and easier movement of processes
- ✓ Reduced paperwork
- ✓ Streamlined operations saving time and money

Features used

Workflows
e-Signature