



SHL

SHL provides behavioral and ability assessment tools and services in 30 languages in more than 50 countries.

VALUE-BASED ROUTING:

>90% Percentage of Calls Answered Within 20 Seconds Globally

IMPROVED EXPERIENCE:

1.3% Average Call Abandon Rate

HAPPIER CUSTOMER:

95% First-Call Resolution

vonage.com



.SHL.

Vonage Contact Center for Salesforce Helps SHL Show Its Talent for Customer Care

Historically, SHL supported its customers via service desks in more than 20 offices worldwide. This was expensive to operate, made it difficult to deliver a consistently compelling and rewarding service experience, and lacked an analytical reporting mechanism to evaluate the effectiveness of the global operation. Challenged to restructure costs and re-evaluate service standards, SHL made the strategic decision to consolidate its service desks from the multiple, fragmented environments to just three: Stockholm, the U.K., and the U.S.

However, according to Jag Tucker, SHL's global front office operations manager, one of the most demanding requirements was time to market. "To ensure we delivered a consistently rewarding service experience, we wanted the solution to be deployed within an eight-week timeframe—from design to implementation," said Tucker. "It also had to meet robust budget targets and disaster recovery objectives."

"[Vonage]'s cloud computing approach made all the difference. The company was willing to meet our time frame of eight weeks from design to implementation, and their costs were considerably less than traditional on-premise providers."

- Maximilian Deuber
SHL | Global Front Office
Operations Manager

Seamless Integration with Salesforce

Vonage Contact Center for Salesforce seamlessly integrates with Salesforce—the bedrock of SHL's customer relationship management strategy. Unlike traditional contact centers, where hardware can be expensive and take months to install, Vonage cloud telephony provides the links and call plan intelligence between caller and agent.

Vonage kept its promise—the cloud-based contact center was installed, with all SHL staff trained, within the eight-week timeframe. The Salesforce integration was completed in one weekend. None of the other suppliers that SHL evaluated could even contemplate meeting this timeframe.

RESULTS

Killer KPIs

By standardizing on Vonage Contact Center for Salesforce, SHL increased customer satisfaction from 3.95 to 4.5 (on a scale of 1 to 5), achieved 95 percent first-time resolution and shaved an average of 15 seconds off each of the 124,000 annual calls.

Improved Caller Experience

SHL's U.K. agents collectively speak more than 30 languages. Vonage Contact Center for Salesforce identifies the region a call comes from and

directs it to an agent who speaks the appropriate language. Customers aren't aware this has taken place, and average call waiting time was reduced to only 14 seconds globally.

Improved Caller Intelligence Based on Salesforce CRM Data

For every inbound call, Caller Line Identification (CLID) presents agents with a prepopulated display with the caller's details, based on data in Salesforce, enhancing service to SHL's customers and saving time and cost.

"[Vonage Contact Center for Salesforce] gives SHL agents a single, easy-to-use interface to manage calls and customer contact information," said Tucker. "Value-based routing gets the right agent talking to the caller the first time; returning callers can be prioritized in any queue; and the SHL agents can schedule tasks to make outbound calls. Moreover, individual caller treatments make the caller feel special and increase up-selling/cross-selling opportunities."

Improved Agent Satisfaction

This cloud-based approach allows SHL agents to take calls wherever they are in the world, so long as they have internet access. During severe snowstorms in the U.K., for example, many agents were housebound, but they logged onto the Vonage platform remotely and handled calls as if they were in the office. SHL has experienced only four percent staff turnover since introducing Vonage Contact Center for Salesforce.



Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform.