



# Case Study

**Building a world-class and highly resilient  
contact centre platform with Natilik CCaaS**



## The client

**An established UK breakdown cover provider, known for responsive roadside assistance and a diverse range of automotive services, such as insurance, maintenance, and driving instruction.**

With a history spanning over a century, this well-known brand is recognised for its substantial fleet that addresses numerous breakdown incidents daily.

For over three years, the client has partnered with Natilik in a journey marked by substantial organisational growth. This collaborative effort has witnessed significant milestones, from moving the client's contact centre to the cloud to implementing cutting-edge AI-powered tools for agent empowerment.

Natilik continues to support the client in navigating their evolving landscape and enhancing their customer service capabilities.

3,000

Agents

10m+

Customers

1,650

Knowledge workers

# The challenge

Customer service is critically important to the client, with customers entrusting them to provide support when they need it the most.



## Aging infrastructure

On-premises services were becoming rapidly outdated, causing challenges around stability and maintenance.



## Lack of adaptability

Existing infrastructure restricted the client's ability to swiftly adapt to evolving customer demands, limiting innovation in their customer service operations.



## Need for security

The client needed a scalable, secure, and robust environment to enhance customer service capabilities, ensuring reliability and effective responses to customer needs.

# The solution

Natilik successfully upgraded the client's infrastructure, safely transitioning them to a Contact Centre as a Service (CCaaS) solution and eliminating on-premises challenges.

The new platform enhanced all aspects of their operations, from how customer interactions are handled through to how the workforce is managed, ensuring exceptional service delivery whilst maximising operational efficiency.



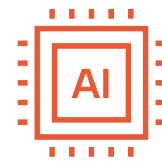
## Seamless cloud transition

Moving to the cloud brought several benefits for the client, such as reduced maintenance, easier access to the latest innovations and improved solution stability. Given the size of their operations, Natilik developed a robust transition plan to guarantee a smooth and well-planned migration. An essential part of the transition was making sure that not only the technology was ready to go, but also that the workforce received proper training to adopt the new platform.



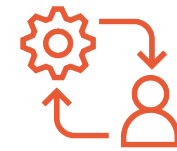
## Automation

Working closely with the client, the Natilik team identified customer use cases where Natural Language Understanding could bring improvements in both customer experience and operational efficiency. The Natilik team delivered a Natural Language IVR service that enabled the advanced sorting of customer calls. As a result, the client achieved the successful automation of 140,000 calls each month, leading to a 5% reduction in van callouts.



## AI-powered analytics

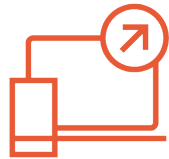
Using the latest AI technology, our solution analyses every interaction, offering valuable insights into customer and agent behaviour. Analytics systematically identify agent coaching needs and top performers, offering an aggregated view of the overall team performance, and informing quality managers and team leaders about the agent behaviours that drive the desired outcomes.



## Automated quality management

By leveraging call transcriptions through analytics, the client was able to automate 70% of their quality management process and extend quality assessments from approximately 25% to 100% of interactions. This insight enabled them to focus performance improvement where it mattered most, ensuring agents are well-trained and supported to consistently achieve the best customer outcomes.

# The solution



## Integrated desktop experience

Various business units required the same CCaaS solution, each having distinct systems and workflows for their business operations. Natilik implemented separate system integrations to ensure a streamlined operation across all areas. This involved CTI level integration for a unified view of the customer in the CRM, deep integration with custom internal applications to provide telephony control, and screen pop integration with legacy terminal-based applications.



## Enhanced payments

Natilik optimised the payment process through deployment of a new PCI DSS masking solution, allowing agents to remain connected with customers during payments without the burden of collecting sensitive customer data. This not only improved the client's security posture, but also provided customers with a superior experience when handling payments.



## Optimised call costs

Through its strong relationships with carriers, Natilik delivered a connectivity solution that led to significant cost savings for the client. The solution offered a fully redundant and scalable SIP service, meeting the client's ambitious availability targets.



## Service Level specific contact routing

Service Level adherence is of vital importance to this client, with a number of third-party contractual obligations to ensure service availability. To support these specific needs, the Natilik's DevOps team enhanced the CCaaS service with a solution that dynamically prioritises calls and reserves appropriately skilled agents, ensuring service level objectives are always achieved.

# Project steps



## 01. Design and Discover

The Natilik team performed a series of workshops with the client to understand their existing estate and the various objectives of key stakeholders. Current state was recorded and documented, identifying areas where client business goals were not being achieved. A solution design was then prepared to address all the identified requirements and align solution capabilities with the client's desired goals.



## 02. Transition

Natilik facilitated the smooth implementation of the solution, ensuring the client's technology investment produced the desired results. The solution seamlessly integrated into the Instructor-led and Go Live support phases, catering to agents, supervisors, managers, and support roles within the organisation.



## 03. Manage

Natilik engage in weekly insight meetings and monthly business reviews with the client to monitor progress against key targets and assess delivered activity and benefits, including a report on year-to-date ROI. Through Natilik's 24x7 monitoring service, alarms and threshold-based notifications are provided across the environment. This allows the Natilik team to investigate and take action as early as possible, either intervening before a service affecting issue occurs, or minimising its impact and duration.



## 04. Success

Natilik delivered bespoke training to various teams in the contact centre, offering a branded series of communications, interactive e-learning, and user documentation throughout and post-project. All training delivery was not only customised for the client, but also down to a team level considering the diverse application integrations across departments. This ensured comprehensive awareness of new features and functions, minimised "Day 1" user issues, reduced support desk tickets, and improved efficiency in handling customer calls on the new platform.

## The outcome

The client has a world class, highly resilient contact centre platform that supports the critical services they deliver to their customers.

100%

of call recordings  
analysed and transcribed

96%

success for NLU  
deflection

5%

reduction in van callouts

140,000

automated transactions  
per month

28%

reduction in repeat calls



## Project outcomes



### Cost savings

The savings generated by the project will result in a neutral cost over the 5-year term, and alleviates the team from having to complete complex infrastructure management tasks, giving them time back to work on other business critical projects.



### Capacity to innovate

The platform will enable the client to deliver the next generation of digital and IoT capabilities.



### Happy customers

The project has resulted in an enhanced and customer experience that continues to improve. Using the new analytics delivered by our solution this client has clear insights into customer needs and how that can be best achieved.



## Contact us

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