



Exceptional  
Customer  
Contact

## IPI OUTFITS BODEN WITH THE LATEST CLOUD TECHNOLOGY



*Boden*

### CLOUD

#### CHALLENGE

IPI's relationship with Boden began more than ten years ago. Over time the partnership has gone from strength to strength, with the team collaborating to ensure that Boden continues to offer a best of breed service to its customers, underpinned by IPI's technological expertise. As a telephony and contact centre expert, IPI has guided and supported Boden through many changing landscapes, not least the pandemic's instigation of widespread remote working.

In a world of evolving of technology, Boden was looking to enhance its contact centre solution to fit its wider IT and transformation plans – now and in the future. While Boden's existing solution from Avaya had performed well over the years, it was in need of investment. As a result, a move to the cloud was considered the next best move thus enabling Boden to future proof its strategy as an online business and e-tailer.

#### ABOUT BODEN

Boden is a leading British supplier of clothing. Formed in 1991 by Johnnie Boden as a mail-order menswear brand, Boden's initial business model was designed to allow its customers to peruse a catalogue at a leisurely pace before making an order. Today, it has evolved into a leading and multi-channel retailer offering clothes, accessories and shoes for men, women and children.

Over the years, and as technology has improved, Boden has been quick to capitalise on ways to enhance its ordering process. Beyond its online offering, which comprises a third of all sales, Boden now has multiple physical stores across the globe. Its mail order catalogue, however, remains the crux of its business model as the vast majority of purchases remain telephone or catalogue sales-based. Indeed in 2021, contact centre calls peaked at 1000 calls a day from its loyal customer base.

Boden's customer service team operates across multiple contact centres, with agents covering European operations in one of two main hubs in Leicester, UK. The other based in the US.



### SOLUTION

IPI recommended a move to Genesys Cloud, to meet Boden's needs as a modern contact-centre while enabling a safe transition of its contact centre agents to a home-working environment. As an established Genesys partner, IPI was able to oversee the deployment, managing the complexities of a multi-geography contact centre environment. Moving to new a system will bring changes to working structures, some permanent, some temporary, as such IPI took a phased approach to roll-out reducing any potential impact on Boden's 'business as usual'. With ten years of experience of working with Boden, IPI's team of consultants were well-placed to support the transition, ensuring minimal disruption.

Once the cloud infrastructure from Genesys was in place, attention could turn to ensuring that it satisfied stringent PCI requirements. IPI recommended an IPI developed solution – Pauseable – which has been designed to automatically stop and start call and screen recordings while taking payment or collecting sensitive data. The solution allows recordings to automatically 'pause' and 'resume' based on events or triggers, as opposed to other solutions which require the agent to manually pause recordings whilst processing payments. Boden felt assured that Pauseable would both satisfy compliance requirements, whilst also provide a seamless experience to the customer.

## PAUSEABLE®

A **SEAMLESS  
EXPERIENCE**  
TO THE CUSTOMER



**PAUSE AND  
RESUME** BASED  
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TRIGGERS

## RESULTS

IPI managed the process without reporting a single administration issue – a critical requirement as Boden wanted to avoid any disruption to its customers. To ease the process, IPI developed a specific training plan for Boden’s agents to ensure that they understood the scope of the solution and its benefits. This ensured that productivity amongst staff was maintained throughout, all without affecting the customer.

Implementing Pauseable has also satisfied compliance requirements without negatively impacting the customer. Financial transactions can be handled safely and securely without any manual involvement from the agent, allowing the agent to focus wholly on the experience being delivered to the customer.

The Customer Service Advisors, in particular, are impressed with the new solution and the management team are already looking at new features they can deploy to improve the customer experience.



### Exceptional Customer Contact

#### OUR CUSTOMER IS HAPPY BECAUSE:

Our experience with IPI has continued to be a positive one. The implementation of Genesys Cloud has brought an air of excitement to our contact centre teams, delivering new features and functionality to ease day-to-day roles. Commercially, the transition has been a huge success, driving savings and enabling flexibility through our move to the cloud. Finally, and most importantly, our customers have continued to experience the smooth customer journey that they expect from our brand.

Lalit Mandalia, Head of Technical Services, Boden