



# IPI FOR RETAIL

FROM INSTORE TO ONLINE, HELPING  
RETAILERS TO ELEVATE THE CUSTOMER  
JOURNEY

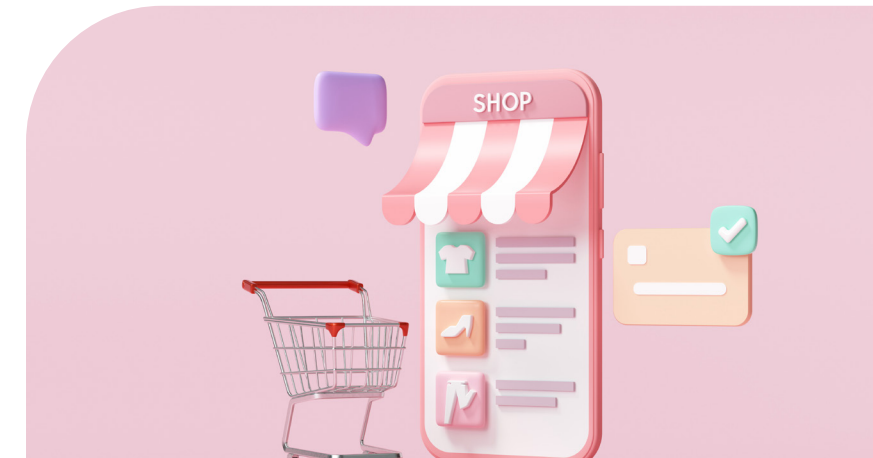


# IPI FOR RETAIL

The retail sector is constantly evolving to keep pace with changing shopping habits and the dawning of a new, more digitally enlightened, consumer. From instore to online experiences, it is important for brands to get it right and ensure customers have a smooth experience, irrespective of the channel used.

However, with customer expectations constantly changing, delivering a stellar customer experience can be a challenge. From unstable economic conditions to increasing red tape, from labour shortages to rising customer expectations, retailers are under significant pressure to deliver. What they do and what technology they embrace can be the difference between success and failure.

In this challenging marketplace, those brands with an unwavering commitment to customer experience are best placed to succeed.



## CONTENTS

- INTRODUCING IPI FOR RETAIL
- DEDICATED CONSULTANCY TO UNDERSTAND YOUR KEY REQUIREMENTS
- DIGITAL CONTACT CENTRE
- COMPLIANCE
- ELEVATING THE CUSTOMER EXPERIENCE
- CREATING THE SUPER AGENT
- IPI IN ACTION
- CONTACT

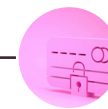
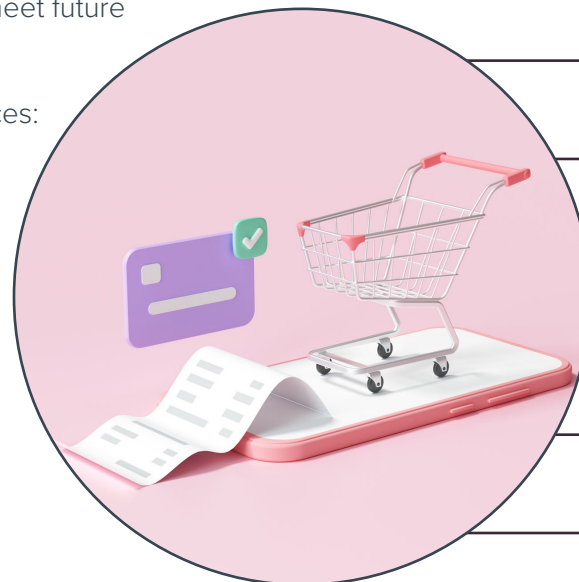
# INTRODUCING IPI FOR RETAIL

From retail to public sector, insurance to finance, IPI has unrivalled experience delivering customer experience and Contact Centre solutions.

Over the last 20+ years, our team of specialist consultants has accumulated a wealth of knowledge from working with some the retail sector's leading brands – including Boden, Hillarys, DFS and the Co-op Group.

IPI's work with every client is unique – creating tailored solutions to satisfy current needs but with the flexibility to adapt to meet future requirements.

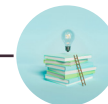
Our capabilities are built around the following key services:



Compliance



Digital Contact Centre



Consultancy



Customer Experience



Super Agents



# DEDICATED CONSULTANCY TO UNDERSTAND YOUR KEY REQUIREMENTS



---


Our experts understand the realities of running a Contact Centre, as well as the practicalities of making advanced software deliver to its full potential. However, more importantly our team understands how to strike a careful balance between people, technology, processes, and customer demands to create robust systems that continue to deliver.

By looking at the challenges and business drivers in the Contact Centre, both today and in the future, we ensure that our clients realise the full benefits of their Contact Centre technology by using it as an enabler to achieve measurable results and maximise investment value.

The natural starting point for many of our conversations with clients is to understand their existing Contact Centre technology and operational processes. We take the time to get to know our clients and their business objectives, engaging with stakeholders across the executive level, operations, and technology. We assess the business objectives our clients are looking to achieve, what they want their systems to do, what their customers are asking for and whether their current systems can support these needs.

Considering our clients' aspirations, goals and KPIs, we deliver a roadmap of recommended changes over an agreed time period (short, medium, and longer term). This might be something as simple as utilising existing, but underused features in their current platforms, or it could be migrating away from existing legacy, on-premise architecture to the cloud.

But our work does not stop here. In addition to mapping out a programme of change and delivering it, we also collaborate with clients on a long-term basis to ensure they maximise the value of their Contact Centre investments. Our Customer Success team is focused on building trusted partnerships with clients, ensuring that they meet their business goals, both now and in the future.



From the simple to the complex, IPI can divide any programme of change into distinct phases, allowing you to take a staged approach to transforming your business at a pace that works for you, your people and your customers.

# DIGITAL CONTACT CENTRE

---

Today's customer wants to be able to interact with brands at any time and in a way that suits them, whether that be on the phone, via SMS, webchat or social media. They want their enquiry to be dealt with quickly and they want the ability to self-serve when it is convenient for them.

As a retailer, your Contact Centre technology stack should empower you to know your customers and intelligently respond to them in a manner and at a time that suits them. It should also enable your IT teams to deliver what the business needs, providing value that by far exceeds its cost. And it should prepare your business for the convergence of artificial intelligence, digital and cloud.

Does your infrastructure allow you to do this? If not, talk to us about the ways in which you can meet the needs of your digitally-enlightened customer base.

There are two possible solutions:



# DIGITAL CONTACT CENTRE

---

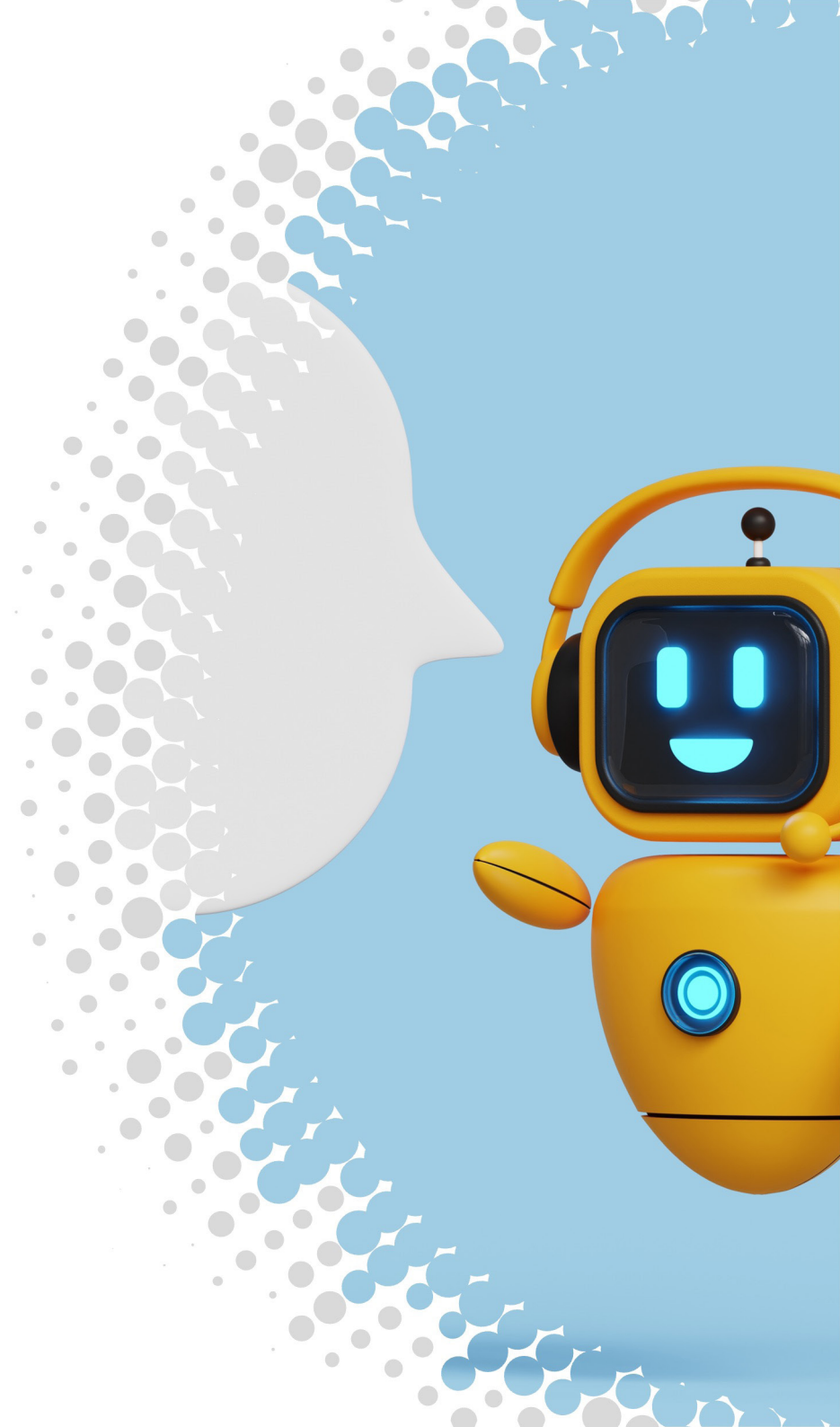
## Embrace AI-based cloud functionality within existing Contact Centre infrastructure

Deploying AI-powered Contact Centre solutions does not always mean having to move away from your existing infrastructure. IPI's own solution – IPI Cloud AI – sits as an additional layer on top of existing technology enabling any client to implement cloud-based, self-service functionality without migrating their core Contact Centre platforms to the cloud. It seamlessly sits in front of both legacy systems and alternative cloud solutions providing total flexibility of adoption.

IPI Cloud AI encompasses a range of functionality including:

- **Voicebot and Chatbot** – offering conversational AI for voice and chat
- **ID Me** – bringing voice biometrics into your Contact Centre
- **Q4 Me** – IPI's patented end-to-end call-back multichannel solution
- **Send Me** – directs customers away from the Contact Centre to an alternative digital channel

The advantage of IPI Cloud AI is that any retailer, irrespective of their existing Contact Centre architecture, can embrace next-generation AI capabilities – all simply and cost-effectively.





# DIGITAL CONTACT CENTRE



## Migrate to a next generation cloud Contact Centre platform

If your system is at end-of-life support, or if you require greater flexibility than your current infrastructure allows, moving to a new cloud-based infrastructure will offer unparalleled reliability, consistent experiences across multiple channels, and efficiencies.

Our consultants have helped numerous Contact Centres migrate to a comprehensive cloud solution. Over the years, we have refined our methodology and optimised our approach. Using a proven roadmap, IPI's team of consultants will collaborate with you across our five-step process to:

1. **Evaluate** – to understand the features that are important to you and your team
2. **Design** – select the best solution for your needs
3. **Plan** – set out a staged implementation plan that will minimise the disruption to you and your customers
4. **Migrate** – begin the process of migration, offering testing at each stage and full training for your team
5. **Improve** – adapt and tweak the platform to ensure that it is delivering consistently for you and your team

We offer a range of cloud solutions to our customers and always select the solution that best meets your needs.

The solutions offered include:

**ElasticCX CCaaS:** IPI's Contact Centre-as-a-Service solution is a cloud-native solution with a multi-tenant microservices architecture. Available across three feature packages, ElasticCX CCaaS provides organisations of any size with access to next generation Contact Centre capabilities through an out-of-the box solution designed to remove the barriers typically associated with rapidly deploying Contact Centre technology, at any scale.

**Genesys Cloud:** As a Genesys Gold partner, IPI can deploy and support Genesys Cloud, an all-in-one cloud customer engagement and employee collaboration solution with a single simple interface that provides a 360° view of the customer. Genesys Cloud CX includes a host of advanced features, including workforce optimisation, AI, speech recognition and chatbots.

**Avaya Experience Platform:** Avaya Experience Platform allows organisations to access omnichannel voice and digital channels – as well as AI and other cloud-based capabilities – while leveraging their existing on-premises infrastructure for voice routing, call handling, and more. An Avaya Diamond Partner, IPI is also accredited as an Avaya Experience Platform cloud specialist allowing it to sell, design, deploy and manage the Avaya Experience Platform.

# COMPLIANCE



From The Consumer Duty to PCI, from GDPR to the Data Protection Act, compliance and good governance remain constant challenges for retailers.

IPI has a range of solutions to help satisfy compliance requirements without hindering business operations. We help you learn from both the good and bad customer experiences and then facilitate embedded solutions which will help you to continually improve the customer experience in a fully compliant manner. Our solutions include:

**Pauseable:** Our IPI-developed automated pause & resume solution, Pauseable, automatically ‘pauses’ the recording whilst customer card information is being entered and then ‘resumes’ recording when the card payment is complete. This ensures that data is removed from the call recording estate to satisfy **PCI DSS requirements**.

Pauseable integrates with Avaya, Genesys, Nice CXone and Verint and offers a seamless purchasing and implementation process, with easy ongoing billing including the support of overage.

**Cloud PCI:** This adds a layer of additional security to processing payments by removing any trace of sensitive data from clients’ cardholder data environments (CDE). The DTMF suppression component of the solution offers the most secure level of compliance by masking the numbers callers’ input onto their phone keypad when

making a card payment, the risk of hacking or payment information being stolen is significantly reduced. This can be achieved through an agent-assisted experience or via an automated IVR. The solution also supports ASR (Automated Speech Recognition) allowing customers to speak their details while the line is automatically muted and unmuted during number capture. Finally, the pay-by-link module enables organisations to process payments over any text-based channels such as Whatsapp, Web chat, SMS and Email.

**Speech analytics:** The use of this tool enables clients to quickly and easily monitor agent conversations with customers to identify any breaches in regulation. Organisations can ensure that specific topics and phrases trigger the correct follow-up actions from agents and that no customers fall through the cracks. Such actions help to satisfy regulations, such as **The Consumer Duty**, which requires organisations to evidence that they deliver good outcomes rather than just stating they are.

IPI’s analytics portfolio includes solutions from leading vendors, Genesys and Verint, and has been refined over two decades to provide a best-in-class solution for Contact Centres.



# COMPLIANCE

---

**Ability to audit in real-time:** With a strong burden of proof now on organisations processing financial payments to demonstrate and evidence a duty of care, retailers need to be able to audit their agents in real-time. Beyond the introduction of analytics, retailers can introduce **automated quality management solutions** which automatically look at compliance criteria and suggest how a call with a customer should be scored. Retailers can use this information to make changes to agent call scripts, ensuring that customers are provided with the correct information and advice every time.

**Automated ID&V process:** The identity and verification (ID&V) process is an essential part of any interaction with a customer and is governed by **GDPR**. Automating this process ensures that ID&V is conducted in a manner that satisfies stringent requirements, including the way that such sensitive data is captured and held on your systems – as per **The Data Protection Act..**

**Training:** With The Consumer Duty and other regulations demanding a higher level of service to customers, you can introduce dedicated coaching sessions which can be managed through a workforce management platform. This ensures learning sessions do not coincide with peak service times. Training sessions can also be adapted to meet any specific organisational requirements, offering both bite-sized and more targeted/in-depth sessions. This process will also allow organisations to document to the FCA that the appropriate steps are being taken to better serve customers.



# ELEVATING THE CUSTOMER EXPERIENCE



The delivery of a stellar customer experience is central to the success of any organisation. In fact, 90% of customers claim that **the experience a brand provides is as important as its products or services.**

There are a few notable things that can be introduced to ensure that the journey your customers go on with your brand is as smooth as can be, and IPI can help every step of the way:


**Omnichannel support:** Increasing the number of channels provides customers with flexibility over how they interact with you and diverts unnecessary traffic away from the Contact Centre. By moving to a cloud-based model – either through IPI Cloud AI, ElasticCX CCaaS or a third-party provider – it has never been easier to enter the omnichannel world.

**AI:** AI is increasingly being used to triage queries and help customers get responses quickly and with minimal stress. Using AI, customers can find out, for example, updates on their orders and deliveries, before being directed, if needed, to the appropriate channel for a response.

**Speech analytics:** Real-time speech analytics can prompt agents with relevant articles/ scripts to ensure that they always say the correct thing. This can also look for flags of vulnerability in what the customer is saying to help guide how the agent responds. Aside from helping retailers to remain compliant, it also helps with first call resolution, boosting the overall customer experience.

**Training:** At IPI, we make Training and Enablement part of each new client project, and with good reason. From new and innovative technologies, and customer touchpoints, to having the skills to handle vulnerable customer interactions, there are always new opportunities for your agents to learn something new and deliver an enhanced customer experience.

**Employee experience:** There is a direct correlation between the experience that your customers have and how happy your employees are. Investing in your people and ensuring that they have the correct tools for the job, receive the right training, and have appropriate support from their managers, will all boost the employee experience.



# CREATING THE SUPER AGENT

---

As the main point of contact for your brand, your Contact Centre agents are pivotal to providing customers with the experience they expect. However, with high attrition rates and complex systems to navigate, agents are under pressure.

Increased levels of automation, whilst taking the burden of more mundane tasks, are also leaving agents dealing with an increasing swathe of complex customer enquires that require deeper skills.

Against this backdrop, retailers need to empower employees to become Super Agents. By fusing together people and technology, agents can focus on delivering an exceptional customer journey using the skills they have learned, whilst also getting a helping hand in decision-making from automation, AI, and data, with the ability to access further human help when needed.



# CREATING THE SUPER AGENT

---

There are a number of ways that IPI can help to create Super Agents within your organisation:

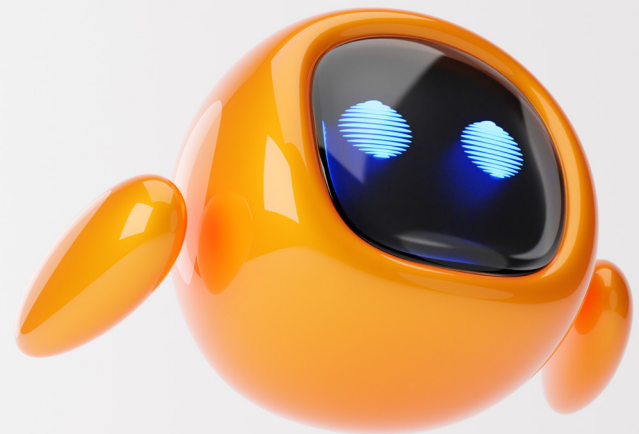
**Automation & AI:** Repetitive tasks can be automated allowing agents to focus on more complicated customer issues. In addition, automated sentiment analysis can provide agents with insights into how customers are feeling, enabling them to deliver a more empathetic customer experience, particularly when assisting vulnerable customers.

**Simplified technology:** Rather than a series of disparate systems, single desktops, with integrated Knowledge Management and Agent Assist technologies, can surface consistent, up-to-date, and vital information to agents in real-time.

**Workforce Management & Engagement:** Workforce Engagement solutions provide multiple benefits and offer increased flexibility to Contact Centre agents and managers alike. Through a mix of our consultancy services and market-leading technology from Calabrio, Genesys and Verint, IPI can introduce resource planning, quality management, speech and text analytics, performance management and gamification.

These tools also put more power in the hands of both Contact Centre managers and agents, by allowing them to always have the right

staffing levels, while providing hybrid workforces with control over their own schedules. When combined with Performance Management tools, managers can gain a clear picture of top performers, which is particularly vital for hybrid workforces.



# IPI IN ACTION

We have worked with some of the biggest names in retail. Here's a brief summary of our work together and some thoughts from them about collaborating with us:

## Boden

British clothing retailer Boden has been an IPI client for more than a decade. In that 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. Most recently, IPI helped Boden to transition away from its on-premise Contact Centre architecture to a cloud-based solution from Genesys. Boden is also using IPI's automated Pause and Resume solution – Pauseable – to meet stringent PCI requirements.

“

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**

”



# IPI IN ACTION

## Hillarys

Hillarys, part of Hunter Douglas, and a leading manufacturer of window coverings, has worked with IPI since 2017 on a programme of digital transformation across its Contact Centres. Within the early stages of Hillarys' programme of change, IPI collaborated with the retailer to improve its telephony systems – which, at the time, received up to 17,000 calls a week. IPI managed its outbound call programme, introduced workforce management and facilitated home working. This initial phase of the transformation project delivered savings of up to £500k and enhanced employee and customer experience. More recently, IPI has worked with Hillarys to implement ElasticCX CCaaS from IPI to manage its outbound telephony campaigns from a cloud-based infrastructure.

“

IPI is one of a small number of key suppliers that we've built a long-term partnership with – gaining its role as a trusted advisor due to its capability, innovation, openness and value delivered. We've benefited from IPI's broad expertise across telecoms for a number of years, so when the time came for us to consider the next phase of our Contact Centre's evolution, it was only natural to continue our relationship with the team. With a solid understanding of our business and our requirements in the on-premise world, IPI was the right choice to help us take our first steps into the cloud.

**Julian Bond, Head of ICT, Hillarys**

”



# IPI IN ACTION

## The Co-op Group

Long-standing IPI client The Co-op Group (Co-op) is one of the world's largest consumer co-operatives, with interests across food, funerals, insurance, legal services and health. In early 2020 Co-op was looking to transition its telephony system into the cloud – a need accelerated by the pandemic. It once again turned to IPI to help, a move which would also allow its agents to move to a home working environment in order to continue to serve customers when its Contact Centres were forced to close. Implementing Genesys Cloud within a very tight timeframe, IPI helped ensure that Co-op could continue speaking to its customers, but also enabled the team to ramp up its outreach to vulnerable members of local communities. In this period, and with the technology supporting its teams, Co-op was able to administer £15m of funds to charities and community causes and put in place several new charitable initiatives. Co-op handled over 12,000 calls, while its social media teams absorbed a 700% volume increase. It also dealt with more than 15,000 complaints, mostly from customers worried about social distancing. Customer satisfaction (CSAT) was maintained and marginally improved despite the upheaval and employee engagement increased.

“

Under normal circumstances, IPI and Genesys' speed of delivery would be impressive, but bear in mind that at the time of the system's migration our teams were dealing with a surge in enquiries across the business – via phone, email and social media. During these unprecedented times, our new cloud-based system from Genesys has enabled us to carry on helping our customers when they need it most. Without IPI and Genesys' exceptional support, continuing business as 'normal' would have been near-impossible, let alone carrying out our additional outreach activities to help vulnerable members of our local communities

**Adrian Morley, Operational Change and Integration  
Manager, The Co-op Group**

”



# IPI IN RETAIL

---

Whatever your challenge, IPI's team of consultants is available to support your team as it takes its next steps on the path of digital transformation.

For more information, please contact us using the details below, or visit our website.

## GET IN TOUCH



IP Integration Ltd  
Integration House  
Turnhams Green  
Business Park  
Pincent's Lane  
Reading, Berkshire  
RG31 4UH



0118 918 4600



[enquiries@ipintegration.com](mailto:enquiries@ipintegration.com)



[www.ipintegration.com](http://www.ipintegration.com)

