



Exceptional
Customer
Contact



PEOPLE'S POSTCODE LOTTERY WINS BIG WITH IPI'S WORKFORCE MANAGEMENT

OPTIMISING OPERATIONS TO DELIVER BETTER AGENT AND CUSTOMER EXPERIENCE

CHALLENGE

People's Postcode Lottery began working with Genesys several years ago, initially to enhance its customer experience through its Contact Centre technology. They were impressed by Genesys' ease of set-up and the wide scope of the features within the system. However, to take advantage of these benefits, they needed additional technical assistance to fully integrate them into operations. In particular, Workforce Management (WFM) – a task easily simplified through Genesys' platform – was being conducted clumsily, and manually, through programmes such as Microsoft Excel making it difficult to optimise schedules. It was at this point that People's Postcode Lottery brought onboard IPI.

After a competitive RFP, IPI was selected as People's Postcode Lottery's provider of choice following past success and experience with similar customers as well as its long-standing relationship with Genesys and accreditations. Moreover, IPI was already empowering them to achieve the benefits of Cloud Contact Centre technology following a Blueprint (IPI's bespoke consultancy service) and worked with People's Postcode Lottery to prioritise a number of initiatives.

ABOUT PEOPLE'S POSTCODE LOTTERY

People's Postcode Lottery is an external lottery manager which operates lotteries on behalf of 20 independent charitable Postcode Trusts. Players have raised more than £1.1 billion for thousands of charities and good causes.

People's Postcode Lottery has more than 400 employees, with just under half making up its customer experience team. With a broad demographic of customers, they are focused on ensuring that its channels of communication meet the demands and needs of its expansive customer base now and in the future.

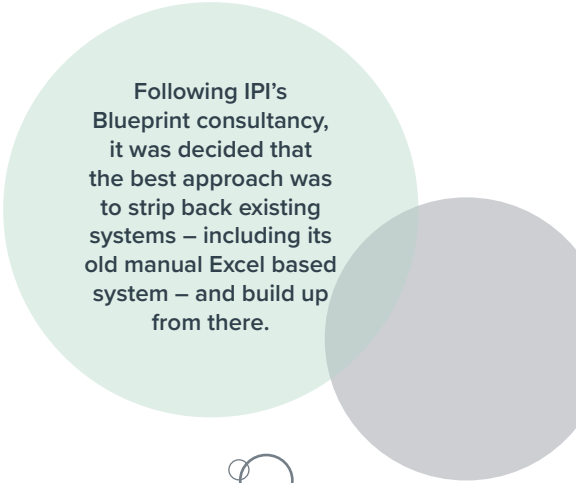


OPPORTUNITY

The real opportunity to develop and elevate People's Postcode Lottery's WFM came when the global pandemic moved their workers entirely to remote work. What could easily have been seen as a challenge became an opportunity for them to realise its vision of a modern hybrid workforce with flexibility at its core.

Having already been set up with Genesys, People's Postcode Lottery was initially able to move its customer experience workforce to remote working within a week. However, while some systems were easy to move to a hybrid workforce structure, areas like resource management were harder to navigate, creating challenges for them. Likewise, People's Postcode Lottery's history with Excel – which was already struggling – fell short of needs with the hybrid move. Everyday tasks, such as booking time off, were all actioned manually, creating space for mistakes and costing agents valuable time that could be better used. They were conscious that for these tasks and work scheduling, more could be done to optimise current systems and remove its dependency on manual methods such as Excel.

As the company emerged from the pandemic and a good proportion of employees chose to remain working flexibly, People's Postcode Lottery wanted to streamline its infrastructure around hybrid work. Given the nature of their industry, it took great pride in its workplace culture and wanted to preserve that even with remote workers.



Following IPI's Blueprint consultancy, it was decided that the best approach was to strip back existing systems – including its old manual Excel based system – and build up from there.



HOW IPI ENABLED IT

IPI's collaboration with People's Postcode Lottery to update its (WFM) system began with three days of on-site sessions with People's Postcode Lottery's Resource Planning team to examine how WFM was currently being used. Following IPI's Blueprint consultancy, it was decided that the best approach was to strip back existing systems – including its old manual Excel based system – and build up from there. This meant that IPI could tailor the Genesys WFM system to exactly meet People's Postcode Lottery's requirements.

One of the key initiatives that IPI worked on with People's Postcode Lottery was to introduce the omni-skilling of workers. With the Genesys system an omnichannel platform, People's Postcode Lottery wanted to make sure that its agents were experiencing the full ease of its functionality – without having to log in and out of multiple systems. IPI took a phased approach to this multiskilling process – enabling agents to initially take on a secondary channel stream without interrupting their primary workflow, before then moving on to fully integrating both phone and email channels into one single workflow.

IPI provided People's Postcode Lottery with a roadmap so that the team could see when configurations would be made so that it minimised the risk to agents' workloads. IPI's support even empowered People's Postcode Lottery to make the most of additional Genesys features, such as the Tempo app that facilitates automated shift trading and time off requests.




RESULTS

People's Postcode Lottery's workforce is now omni-skilled, meaning that agents can field questions and queries from one system and complete telephony and email conversations without having to log in and out of four disparate systems. This single pane of access saves time and creates greater flexibility for other internal operations. For example, People's Postcode Lottery values the opportunity to arrange team meetings in the office but previously struggled to do so without having to temporarily close communication channels for customers – even for gatherings of less than fifteen minutes. With greater hybrid work and agents confident across both phone and email, People's Postcode Lottery can make the most of in-office meetings and updates, knowing that remote agents have the skillset and confidence to support peaks and troughs in service.

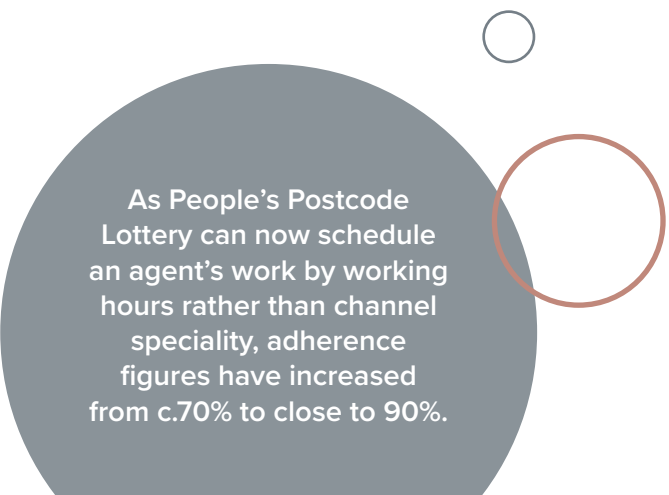
People's Postcode Lottery's Contact Centre schedule adherence has also improved significantly on account of the changes that have been made by IPI. As People's Postcode Lottery can now schedule an agent's work by working hours rather than channel speciality, adherence figures have increased from c.70% to close to 90%. In addition, combining disparate channels into one holistic viewpoint has made customer queue management easier as, for the most part, all agents receive tickets from the same queue.

From the management side, streamlining WFM has also improved agent visibility. It was once a challenge to keep track of agents' whereabouts and workloads. Sick leave and holiday requests relied heavily on People's Postcode Lottery's Excel spreadsheets. Now managers can see when agents log on, and requests for leave are automatically managed on a first-come, first-serve basis. All submissions are held within an HR system rather than a WFM system, removing the workload from the manager's plates.

In the future, People's Postcode Lottery plans to extend HR integration with Genesys to guarantee that all aspects of WFM are streamlined and working together for optimal results. People's Postcode Lottery's IT team will also continue exploring new functionality from the Tempo App as it becomes available, particularly on improving reporting with real-time adherence.



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OUR CLIENT IS HAPPY BECAUSE:

We knew that IPI could provide us with the top-quality consultancy we needed to get the most out of our WFM system, but we've been particularly impressed by their knowledge and understanding of functionalities we never realised were possible. Our managers are also happier, as the new system has relieved the pressure of mundane tasks, without sacrificing the visibility of agents' whereabouts. Looking ahead, we are excited to see how we can continue to optimise operations to deliver a better overall experience for our agents and customers – with IPI at our side.

Bryan Griffin, Resource Planning Manager - People's Postcode Lottery



Exceptional Customer Contact

Over the last few years, IPI have been working with People's Postcode Lottery to drive optimisation and true value realisation from their investment into Genesys Cloud, the market leading CCaaS platform. It is a privilege to work with the People's Postcode Lottery team and to see first hand the positive impact that our collaborative approach to the partnership is having on their players and crucially, to the hundreds of good causes that they support globally. The recent deployment of Genesys WEM capability including features like WFM and Quality Management, will empower their employees to deliver an even greater level of exceptional customer contact whilst maximising the efficiency and continual improvement of the Contact Centre. These initiatives highlight their emphasis on internal stakeholders and their commitment to employee development, empowerment and flexibility.

Sam Grant, Business Development Manager - IPI