

## Case Study

# Hillarys raises the blinds on business transformation with IPI's ElasticCX CCaaS



### CUSTOMER'S OPPORTUNITY

Hillarys has been in partnership with IPI since 2017, working together 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.

Now six years on, Hillarys remains committed to proactively investing in the technology and infrastructure underpinning the organisation. Over the last few years, Hillarys, like most other organisations, has experienced a great wave of change in its teams' working practices. Most notably the organisation's move to a hybrid workforce, which it continues to support today, prompted a rethink of some of the key architecture supporting the contact centre team.

As part of this, Hillarys' team sought to review the on-premise outbound dialling solution it had in place and move towards a cloud-based telephony service. Given the success of the long-term partnership with IPI with its on-premise infrastructure, Hillarys selected IPI to help the team take the next steps on its journey of transformation.

### HILLARYS

### ABOUT HILLARYS

Hillarys, part of Hunter Douglas, is a leading manufacturer of window coverings. Headquartered in Nottingham, it has created bespoke window dressings for over 50 years – all delivered by a team of local advisors. Hillarys combines craftsmanship, innovation, and a personalised in-home service, delivering solutions tailored to each customer's unique needs.



## HOW WE ENABLED IT

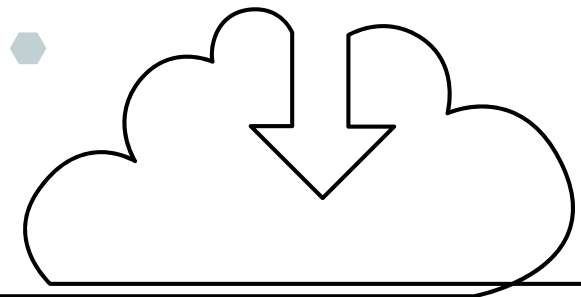
IPI and Hillarys have always worked collaboratively – with IPI’s team of consultants acting as an extension of Hillarys’ team. With an extensive knowledge of Hillarys’ systems, IPI was well placed to guide Hillarys towards an appropriate and new solution for outbound campaigns based on cloud-based telephony – a first for Hillarys.

IPI recommended a move to ElasticCX CCaaS – a cloud-native solution with a multi-tenant microservices architecture. IPI’s ElasticCX CCaaS provides access to next-generation contact centre capabilities - on a per-agent, per-month basis, offering a predictable total cost of ownership.

Underpinned by access to IPI’s highly resilient voice network services, Hillarys adopted ElasticCX CCaaS to run its outbound dialling campaigns. By migrating to this flexible cloud-based solution, Hillarys escapes the constraints of its previous legacy infrastructure, embracing the fast-evolving

communication choices of its customers with a solution offering both straightforward integrations and the facility to easily scale.

The implementation took place over a number of months, with IPI adapting ElasticCX CCaaS to meet Hillarys’ specific needs. To ensure optimal delivery of the solution, IPI ran training sessions for the development and operational teams to ensure that all users were able to get the most out of the solution. The solution was rigorously tested before going live, with IPI ironing out any issues quickly and proactively to ensure minimal disruption.



### Raising the blinds on the cloud

The adoption of IPI’s ElasticCX CCaaS marks the next phase of Hillarys’ continued contact centre evolution. Hillarys remains committed to enhancing its operations and its staged migration to the cloud clearly underlines this.

Although only at the early stage of its journey with ElasticCX CCaaS, Hillarys has already started to see many benefits of the solution, including:

**Scalability** – The scalability offered by ElasticCX CCaaS support the retailer’s work patterns – allowing Hillarys to scale up or scale down the number of live users on the system based on business requirements.

**Reliability** – ElasticCX CCaaS offers four-nines availability, providing Hillarys with total service assurance. Hillarys has seen a marked difference in reliability since moving to the cloud – something which under its old on-premise solution, had been a problem. Now, with IPI’s active monitoring, any issues are proactively flagged and resolved by IPI, without the need for intervention from Hillarys.

**Ease of use** – Hillarys’ team has adapted well to introduction of the new solution due to the easy-to-navigate system architecture. The training provided by IPI eased the transition over to the new system, and any teething problems were quickly and easily ironed out.

**Flexibility** – As a cloud-native solution, ElasticCX CCaaS provides Hillarys with the capability to expand the scope of the solution over time. New features can be added and ElasticCX CCaaS can be tightly integrated with existing CRM platforms with a range of off-the-shelf connectors and others which are easily configured through ElasticCX CCaaS's API-first architecture. Hillarys is looking to migrate all of its contact centre telephony to CCaaS within the next few years.

Hillarys has taken a more conservative approach to cloud adoption to date, choosing to wait until the technology was truly proven before starting to migrate functionality and systems over. The move to ElasticCX CCaaS has offered Hillarys the ideal opportunity to prove its capability and understand how the cloud can work for its business.

**ElasticCX CCaaS offers Hillarys four nines reliability, flexibility and ease of use**



## IN OUR CUSTOMER'S WORDS

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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 at Hillarys

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