



Exceptional  
Customer  
Contact

## LIBERATA EMBRACES INNOVATION WITH IPI



# Liberata

## LIBERATA ACCELERATES INNOVATION THROUGH NEW PLATFORM

### OPPORTUNITY

Liberata caters to a diverse customer base, adapting its services to meet the unique needs of each local council it serves.

Amongst its public sector clients, Liberata began to see a disparity in the technology requirements, with some councils starting to request web chat options and others happy with more traditional and familiar telephony solutions. The pandemic and cost of living crisis further widened this divide, with many more customers encountering vulnerabilities for the first time and reaching out to their councils more frequently and for a wider range of services. Meanwhile, Liberata's Contact Centres required a technology upgrade, especially as hybrid working became the norm.

However, Liberata's existing setup was creating roadblocks and preventing the team from meeting these evolving expectations. As demand grew amongst Liberata's public sector customer base for next-generation technology solutions, the team decided to transition its systems to the cloud, focusing on Genesys Cloud, which promised greater flexibility and adaptability for the desired innovations. Such a move would allow Liberata to realise its vision of introducing a fully automated customer service ecosystem that would provide a seamless self-service experience for customers while empowering agents to focus on more complex tasks.

After putting out a tender for a cloud-based Contact Centre solution, IPI was selected from a shortlist of eight competitors to help steer the move to Genesys Cloud. IPI had been specifically recommended to Liberata through a consultant familiar with the Contact Centre specialist's reputation as a reliable Genesys Gold Partner.

### ABOUT LIBERATA

Liberata is a leading provider of services and software to public and commercial sectors across the UK. It has over 1,400 employees and more than 45 years' experience delivering cost-effective solutions for revenues & benefits, finance & accounting, HR, payroll, and customer contact services.

Liberata's public sector arm outsources services and solutions to local councils across the UK, including Somerset and Bromley, with work varying between short-term contracts focused on individual projects and more long-term, ongoing engagements, where contracts can last up to ten years.



## HOW IPI ENABLED IT

As Liberata is responsible for providing customer experience solutions across a variety of critical services, it was essential that operations were uninterrupted throughout the migration from its incumbent telephony system to the sophisticated cloud-based Genesys Cloud 3.

Together with one of IPI's expert customer success managers, the team devised a roadmap that would help minimise disruption by plotting key milestones of the migration into succinct and clear phases. This phased approach would enable Liberata to immediately leverage and utilise the most pertinent technologies while additional and more advanced capabilities would be introduced over time.

Phase one began with the transition of the fundamentals and migrating like-for-like solutions, such as telephony, from on-premise over to Genesys Cloud. As councils need to manage payments across various services, it was also essential in this initial phase to introduce a robust system for PCI compliance to process customer data securely. IPI Pauseable – an integrated solution offered within Genesys Cloud – was immediately implemented to meet this requirement. The solution safeguards customer data

by automatically stopping and starting call and screen recording while taking payment or collecting sensitive data on Genesys Cloud without any manual intervention required by an agent.

After successfully introducing these key components, IPI and Liberata moved on to introducing self-service functionality to enable a more seamless customer experience and empower Liberata's agents to focus on more complex tasks. Deploying voice bots, integrated within the Genesys ecosystem, resulted in a significant reduction in call volumes, and provided agents with more time to assist vulnerable customers.

In the third phase of Liberata's transformation journey, a comprehensive Workforce Management (WFM) system was implemented, allowing agents to work more flexibly, manage shifts effectively, and optimise resource allocation. As Contact Centre agents typically work in shifts, transitioning from manual spreadsheets to a streamlined, automated system was instrumental in boosting operational efficiency.

Moreover, the addition of Genesys Tempo for scheduling, empowered agents to schedule their work themselves according to their preferences while relieving managers of this additional administrative task.

More recently Liberata, with IPI's support, implemented the "Retain Position in Queue" feature on the Genesys platform, to address fluctuating customer demand and minimise wait times. This option allows customers to wait or opt for a callback when first in line, ensuring all calls are completed by the end of the business day, and importantly no customer felt ignored.

With such a comprehensive transformation project, each stage was carefully managed to maintain business as usual for each of Liberata's clients. IPI's customer success manager was responsible for consistent monitoring throughout the rollout – ensuring that key objectives were met at each implementation stage. Furthermore, to guarantee every rollout was a success and customers received appropriate service, Liberata leveraged Quality Management, as supported on the Genesys platform.

In addition, IPI offered comprehensive training to designated trainers at Liberata so that once phased rollouts were complete, agents had easy access to knowledgeable trainers for any day-to-day questions. However, for more general issues, IPI was readily available to resolve issues quickly. Liberata and IPI also maintained weekly check-ins throughout the project to continue to uncover new avenues for innovation.

**Where implemented, bots are now responsible for resolving 23% of customer interactions.**



## RESULTS

Liberata's experience with IPI and Genesys has been met by agents with enthusiasm and positivity. The transition to the Genesys platform was characterised by meticulous planning, steady progress, and a close partnership between Liberata and IPI. Additionally, implementing WFM empowered Liberata to better manage agent shifts, holidays, and work patterns, ultimately improving agent satisfaction and customer service quality.

The results of Liberata's collaboration with IPI have been transformative. The introduction of voice bots, which became a central element of its customer interaction strategy, reduced agent workload and increased efficiency. In one council's case, the deployment of voice bots led to a reduction from **6,000 hours of calls a month to 250 hours**, significantly enhancing operational productivity. Overall, calls to customer service agents have **reduced by 14%** since 2022. The introduction of "Retain Position in Queue" has also proven successful, with **34% of customers calling one of Liberata's council choosing to retain their position** during peak periods.

Elsewhere, Liberata's public sector customers have reported a reduction in footfall within face-to-face offices of **5% compared to 2022**, and, where implemented, bots are now responsible for resolving **23% of customer interactions**. By investing in this self-service capability, Liberata's local council clients have been able to invest more time into helping vulnerable customers.


## WHAT LIBERATA'S EMPLOYEES HAVE TO SAY:

"We now have a much more enriched platform that provides us with all the necessary tools to support our customers."


"Our customers are also telling us how impressed they are with the fact that they can now engage with us via other channels; our voice bots are making a difference!"

"I am looking forward to what other Genesys capabilities we can utilise to make our jobs easier and continue to provide the excellent standards of customer satisfaction we strive for."

Building on the continued success of implementation, Liberata has integrated speech analytics to track customer sentiment and identify opportunities for innovation automatically. Additionally, a Knowledge Management system is in the testing phase, aiming to provide quick access to current information, immediate knowledge updates, and a feedback option for continuous improvement.



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## ONE OF LIBERATA'S CLIENTS IS HAPPY BECAUSE:

The introduction of the new system is clearly evident in our performance data, demonstrating a positive step change in call data transparency and performance. The opening of more access channels for customers (voice bots) is providing customers with more choice, especially outside of core office hours, while ensuring vulnerable customers are supported.

We recognise the continual development journey for the voice bots, but we have been pleased with the initial uptake by customers and are excited for the future potential.

**Stuart Anstead, Head of Support Services Partnership, North Somerset Council**



## Exceptional Customer Contact

Our partnership with Liberata is very strong. Their business is partially founded upon the Contact Centre services that they are able to offer to their own customers and they therefore make the effort to fully understand and derive maximum value from the IPI solutions provided. The resultant accountability for us as a partner is very welcome - we are working closely together to deliver the best possible solution for Liberata and their customers.

**James Hicks, Account Director, IPI**