



Exceptional  
Customer  
Contact

# MOTABILITY OPERATIONS LTD GEARS UP ITS CONTACT CENTRE OPERATIONS WITH IPI



Motability  
Operations

## RUN, GROW, TRANSFORM

### OPPORTUNITY

The impact of the Motability Scheme is not just significant; it's life-changing. As more individuals have become aware of the Motability Scheme, the demand has grown – with 100,000 new customers added in the last year alone. However, this increase added pressure onto Motability Operations Ltd's customer service specialists, who were increasingly unable to handle the volume of customer queries, made mostly over the phone. As such, to better grapple with rising call volumes, Motability Operations Ltd knew it had to modernise its customer service solutions and undergo a digital transformation.

Recognising its evolving customer demands and the need for enhanced service quality and efficiency, Motability Operations Ltd initiated an RFP process. Knowing that it needed to move away from its existing legacy architecture towards a cloud-based platform, Motability Operations Ltd was seeking a partner aligned with its customer-centric ethos, to help it make the transition. This transformation was about modernising operations and providing customers with more accessible and efficient ways to interact with the organisation.

Following a rigorous selection process, IPI emerged as the ideal partner. As an established Genesys specialist with a shared commitment to customer-centricity, IPI had the perfect expertise and values to steer Motability Operations Ltd's Contact Centre towards a new era of excellence based in the cloud.

### ABOUT MOTABILITY OPERATIONS LTD

Established in 1977, UK-based Motability Operations Ltd delivers the Motability Scheme to more than 750,000 customers across the UK, empowering individuals with disabilities to access independent mobility. The Motability Scheme enables eligible individuals to exchange their mobility allowance for a leased vehicle or mobility aid including adapted cars, powered wheelchairs, and scooters. All supplied customer leases include insurance, services, tyres and breakdown cover. Motability Operations' team of 400 customer service specialists offer users comprehensive guidance and support, ensuring a seamless process of acquiring and maintaining their chosen mobility solution.

At its core is a commitment to inclusivity and affordability. As such, all profits are reinvested to expand and improve the fleet, driving down costs and reaching more people.

## HOW IPI ENABLED IT

IPI adopted a three-phased approach to implementation, dubbed 'Run, Grow, Transform', to ensure sustained engagement from the entire Motability Operations Ltd team while facilitating manageable rollouts. This structured approach enabled seamless progress while ensuring each solution was meticulously tailored to the organisation's needs. Motability Operations Ltd also fully leveraged IPI's managed services options from the start of phase one, which proved fundamental in ensuring operations remained consistent throughout the rollout.

Phase one – 'Run' – prioritised voice and connectivity and focused on migrating Motability Operations Ltd's on-premise architecture over to Genesys Cloud, as well as ensuring that its SIP and connectivity was functional across its office hubs in Bristol, Edinburgh and London. With voice a key channel of communication for Motability Operations Ltd's customers, it was crucial to make this transition as seamless as possible, with IPI working carefully to manage the move away from the existing on-premise architecture and third party applications, into the cloud. Leveraging Genesys Cloud as the cornerstone solution, Motability Operations Ltd swiftly and seamlessly transitioned its telephony operations to the cloud, ensuring uninterrupted service delivery for its customers.

Motability Operations Ltd also leveraged tools like Natural Language Processing to help track customer trends and Identity Verification (ID&V) solutions to gather essential customer information during waiting times, so that customer service specialists were equipped to provide more personalised assistance to customers upon connection. Additionally, the deployment of live chat and voice bots, powered by AI on the Genesys platform, further bolstered customer service capabilities, catering to individuals redirected during out-of-hours calls.

Customer trust is of the utmost importance to Motability Operations Ltd, and as such, phase two saw it begin its work with Verint – an IPI partner – to support its quality monitoring to make sure any dips in quality could be quickly identified and fixed. Motability Operations Ltd also opted for IPI's own Pauseable solution to ensure compliance when sensitive details are shared over the phone. 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.

Training played a pivotal role throughout. With Motability Operations Ltd's unwavering commitment to customer engagement, all new customer service specialists undergo a rigorous six-week training programme to ensure that they gather customer information adeptly, sensitively navigate various social situations, swiftly identify issues, and ultimately deliver on promises made.

With the initial transition to the cloud complete, IPI could now focus on implementing the second phase of the project, 'Grow', which looked at introducing next-generation technology to enhance customers' overall experience. This included the introduction of digital deflection tools, to divert traffic away from the Contact Centre and ensure seamless customer support accessibility even during non-operational hours or peak customer service activity. Here IPI introduced IVR, and integrated Genesys with platforms such as WhatsApp, email, and SMS. Motability Operations Ltd also used Genesys to implement a live person chat onto Genesys Messenger, so that customers preferring human interaction could still get it, without having to call the organisation.

**The collaboration between IPI and Motability Operations Ltd was characterised by close coordination that could address any challenge swiftly.**

As Motability Operations Ltd is an inclusive employer and aims for a workforce that mirrors its diverse customer base, IPI customised its training to meet the organisations customer service specialists' needs with a specially designed eLearning programme, to ensure that all team members were familiar with the new system upon roll-out.

The collaboration between IPI and Motability Operations Ltd was characterised by close coordination that could address any challenge swiftly. For instance, as Motability Operations Ltd faced a growing workload midway through the process, it prompted a transition to Agile work methodology. With clear communication between IPI and Motability Operations Ltd, IPI could rapidly reallocate resources and ensure seamless implementation without disruption, all while following the Agile methodology.



## DRIVING MOTABILITY OPERATIONS LTD TO SUCCESS

Thanks to the active involvement of all key stakeholders from the outset and IPI's unwavering support, Motability Operations Ltd was able to complete its migration to the cloud earlier than expected. Furthermore, additional enhancements initially scheduled for three years into the contract were expedited, demonstrating the effectiveness of the partnership.

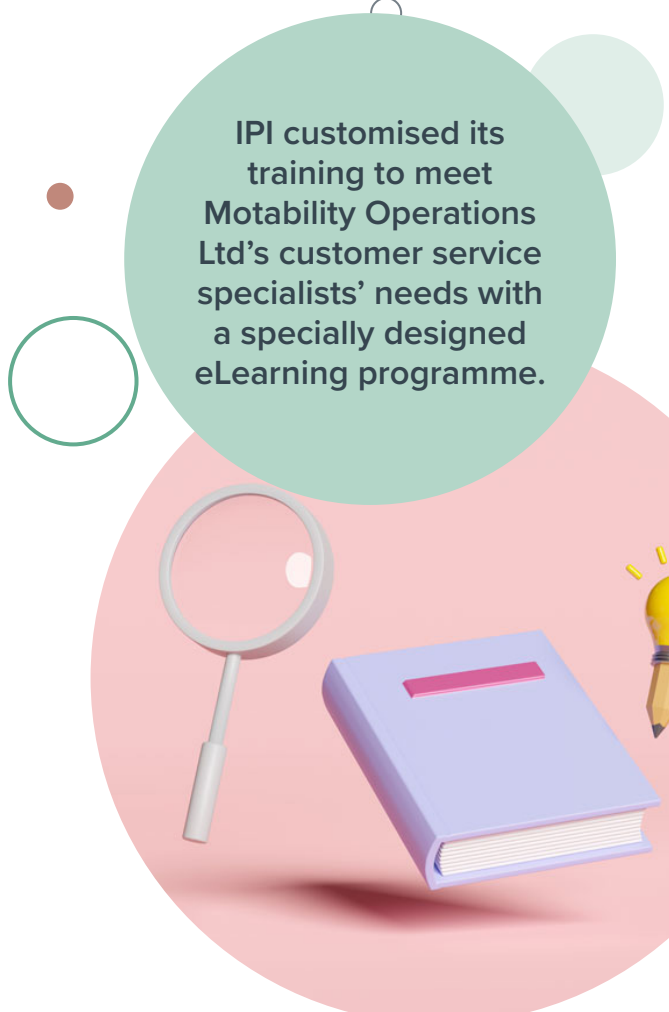
The tailored training programme developed for Motability Operations Ltd's team ensured a seamless transition to the cloud, garnering overwhelmingly positive feedback from customer service specialists. They lauded its effectiveness in saving time by relieving the burden of phone calls, enabling them to redirect their focus towards higher-value tasks and more sensitive customer interactions. By implementing a 'train the trainer' programme, IPI empowered Motability Operations Ltd's wider team to take ownership of the solutions internally.

Overall, the well-being of Motability Operations Ltd's customer service specialists has improved as the adoption of AI technologies and solutions have enabled greater call deflection and eased the workload of a team already going above and beyond. Moreover, by moving to a single system from Genesys, rather than multiple disparate platforms, customer service specialists are saved the stress of jumping between multiple screens when interacting with a customer.


These changes improve the customer experience, too, as happier agents lead to happier customers. Looking ahead to phase three, 'Transform', Motability Operations Ltd is eager to explore additional solutions to support its growing customer base. Recognising that not all customers prefer increased digital channels, and some still prefer traditional communication methods, Motability Operations Ltd is considering opt-out options to allow customers to choose their preferred contact methods, enhancing the overall customer experience delivered. Furthermore, Motability Operations Ltd is committed to ensuring its customer service specialists receive adequate downtime, particularly during busy periods, to prevent burnout and maintain high service quality during intense or challenging queries.

Motability Operations Ltd is also working with IPI's customer success team to ensure all future rollouts are precisely tailored to its needs. It has already bought WEM licenses to implement later and is looking into leveraging Genesys for agent recording. It is also working with IPI to advance its current bot technology.

Genesys's latest agent assist solution, Genesys Co-Pilot, is also currently being trialled. This innovative tool serves as an information portal for agents during calls. If a customer poses a question that an agent can't immediately answer, they can use agent assist to find the answer and promptly respond to the customer. With promising initial results, Motability Operations Ltd is considering a widespread implementation of this solution across its Contact Centres, which could significantly enhance customer service.



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**“With IPI's expertise and support, we've improved efficiency and deepened our connection with those we serve.”**

*Laura Browning, Business Analyst,  
Motability*

## OUR CLIENT IS HAPPY BECAUSE:

Working with IPI has been transformative for Motability Operations Ltd's Contact Centre. Our customer service specialists now feel more empowered and confident in providing exceptional customer service. With IPI's expertise and support, we've improved efficiency and deepened our connection with those we serve. Together, we're making meaningful strides towards empowering individuals with disabilities across the UK and enhancing their quality of life through accessible transportation solutions

**Laura Browning, Business Analyst, Motability**



## Exceptional Customer Contact

The partnership we have developed with Motability Operations Ltd is very strong and continues to grow from strength to strength. The Motability team worked collaboratively with the IPI team to conduct a full Contact Centre transformation, taking them from an ageing legacy telephony environment to a full omnichannel cloud Contact Centre solution. The deployment was split into three distinct phases (Run Grow and Transform) following an in-depth consultancy exercise of the Contact Centre processes and customer journeys with a key focus on agent and customer experience. The project was very successful, providing Motability Operations Ltd a great foundation for future initiatives, enabling business growth and flexibility for agents and customers. IPI look forward to working closely with Motability Operations Ltd on the next chapter of their Contact Centre journey and supporting them with their future strategy and growth plans.

**Toby Mason, Head of Business Development, IPI**