

## Driving Exemplary Customer Experience and Business Agility with 8x8 Solutions

*DDC OS UK: Business Process Outsourcing Leader*



Established in 1987, business process outsourcing specialist DDC OS provides services to clients in sectors ranging from utilities, finance and legal, through to charities and the public sector. Headquartered in England, the company's multilingual workforce of several thousand employees is spread across offices in 12 locations around the world. The DDC OS services portfolio comprises three main lines of business: Back office processing, customer lifecycle, and knowledge processing outsourcing.

With an increasing number of companies offering outsourced business services, competition is fierce. Chrissie Spencer, head of group marketing for DDC OS UK, described her company's key differentiators: "We're large enough to manage big clients but small enough to stay agile and remain responsive. We have a very flat organization that enables our team of experts to react faster and provide a higher quality of service. Efficiently delivering a superior customer experience is an essential part of our strategy."

### Customers Expect Quality Service

Another key component, unique to DDC OS, is to offer clients options for multichannel interactions, encompassing web, email, social, and voice communications. "In order to meet the expectations of both DDC OS and our own customers, we needed to identify systems that support a consistently elevated customer experience for each channel," commented Spencer. "We've never had a centralized telephone system before, so this became a key area of focus for us."

John Callachan, CEO of DDC OS UK, reinforced the importance of a new communications platform, "In an ever-changing world of technology and customer expectations, customer engagement has become much more than answering the phone. New channels are opening up continually and a consistently high level of service, irrespective of how you choose to interact, is now a prominent customer expectation."



**Customer:** DDC OS UK, ENTERPRISE

**Industry:** Outsourcing

**Location:** Worksop, United Kingdom

**8x8 Products:** 8x8 Virtual Contact Center and 8x8 Virtual Office

**Favorite 8x8 Features:** Breadth of functionality, call recording capabilities, flexibility, intuitive GUI, easy integration with client systems

**Primary Reason for Choosing 8x8:** Improve customer experience and elevate workforce efficiencies

**Number of Lines:** 59

**Number of Seats:** 12

**Previous Phone System:** None

**Website:** [www.ddcos.com](http://www.ddcos.com)



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*The agility of our 8x8 deployment provides us with yet another differentiator over our competition*

**—John Callachan, CEO of DDC OS UK**

## Company-wide Visibility

The selection and implementation of 8x8 Virtual Office and 8x8 Virtual Contact Center caught the attention of the DDC OS CEO. He remarked, “8x8’s cloud-based architecture has been key to DDC OS and our clients. The rollout has been very simple and relatively inexpensive from an agent cost-per-seat perspective. The subscription pricing model means that we haven’t had to make capital expenditures or invest in infrastructure to support the system.”

8x8 Virtual Contact Center provides DDC OS with a 360-degree view of customer communications across all channels, including phone, email and web chat. The solution’s analytics capabilities then provide unique insights into IVR menu usage and individual customer experiences. Contact center recording and quality management capabilities enable training staff to listen to calls to deliver coaching that further improves customer service.

## Getting to the Right Person at the Right Time

The combination of 8x8 Virtual Office and 8x8 Virtual Contact Center provides DDC OS with the ability to answer and transfer calls seamless across the organization, irrespective of geography or time zone. “Team members are able to ensure that calls are directed to the people who are best equipped to answer a specific question. We have ‘team champions’ that can be called in to assist the handling of more complex issues,” said Spencer.

## Business Agility

The cloud-based architecture of 8x8 gives DDC OS the ability to instantly resource new projects, anywhere in the world. The intuitive interface enables new employees to quickly become confident and productive. “8x8 gives us the ability to ramp up teams, frequently containing dozens of full-time employees, to full productivity in as little as two weeks including hiring and training,” explained Spencer. “The agility of our 8x8 deployment provides us with yet another differentiator over our competition.”

## Complete Integration

The diversity of DDC OS clients is accompanied by an equally wide variety of customer environments and systems. “We’re frequently asked about integrating our own core applications with those of our clients: As 8x8 has already certified integration with many leading CRM packages, we can invariably accommodate these kinds of requests,” noted Spencer.

She continued, “Similarly, 8x8 makes it really easy to customize call flows and menu instructions, so we can emulate a client’s specific branding and preferred tone to make it impossible for an end-user to know they’re speaking with an outsourced contact center and not an actual employee of our client. As a testimony to this, the Utility Sector has a list of the ‘Top Ten Customer Service Providers’ and DDC OS clients—all using 8x8—hold seven of the top ten places!”

## SUCCESS STORY

### Bringing It All Together

"As a company, 8x8 is very agile, very flexible, and very enthusiastic to work with us to help ensure that we're continually providing a great service to our clients. It's just a wonderful relationship," reflected Spencer. "The 8x8 solutions enable us to bring everything together into a single dashboard, connecting the dots between all the disparate pieces of information that we have in constant motion."

She continued, "Having the robust communications capability that 8x8 offers is vital to DDC OS. It's our lifeblood; it's what we do. If we didn't have what 8x8 gives us, we simply wouldn't have a business."

### A Job Worth Doing....

CEO John Callachan concluded, "Despite the emergence of other channels, voice is still extremely important. I firmly believe whilst all channels have their place, a human touch, warmth and empathy play just as big a role in how we engage.

"I have a personal philosophy of 'whatever you do, do it well.' Our partnership with 8x8 enables us to do just that!"

**“** *In an ever-changing world of technology and customer expectations, customer engagement has become much more than answering the phone.*

**—John Callachan,**  
CEO of DDC OS UK



#### United States

1-866-879-8647  
8x8.com

#### Australia

1800 854 171  
8x8.com/au

#### United Kingdom

0333 043 8888  
8x8.com/uk