

CASE STUDY

Moving to a Cloud Contact Centre with McMillan Shakespeare Group

The Challenge

Like many businesses, ASX 200 Financial Services company and Australia's leading single source solution provider of salary packaging, novated leasing, consumer and fleet financing and management services, McMillan Shakespeare Group (MMSG) operated completely on-premises. They relied on in-person meetings and on-site technology to deliver exceptional customer experience.

Then the COVID-19 pandemic hit causing challenges for many organisations. For MMSG the impacts were more pronounced as spring is their busiest time of the year. Call volumes peaked just as COVID restrictions were put into place.

"We quickly realised that a lot of our workforce was heavily bound to the office," says Brett Patrikeos, Head of Infrastructure and Governance. Something that had once been a benefit — their well-structured work environment — had become a liability and struggle within mere days. CIO Dan Giesen-White agrees: "It was imperative to get our business and contact centre agents moved to a work-from-home situation — fast."

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Although the MMSG contact centre agents did their best, hard work and determination simply weren't enough; MMSG needed a modern cloud-based solution that could keep up with high call volumes and empower agents and leaders alike to work from home.

MMSG needed a modern cloud-based solution

Fortunately, the MMSG team turned to GSN and the two organisations worked collaboratively to implement the Genesys powered **GSN Cloud Contact Centre** solution.

The Solution

In true partnership the GSN and MMSG teams worked together to deliver operational capability for MMSG Agents to work from home within the first two weeks.

The teams continued working together to deliver a full omni-channel Cloud Contact Centre solution over the next three months including deployment of:

- ✓ **5 separate contact centres across Australia**
- ✓ **Onboarding and training of over 450 Agents across 5 business units**
- ✓ **Inbound Voice, Workforce Management, Interaction Analytics**

Through what John Potts, Program Manager, calls a “superior cloud offering,” contact centre staff and corporate employees were migrated to the GSN Cloud Contact Centre in just 14 days. In these modern times “delivery is expected within days or weeks, not months or years,” notes John.

The key, according to Brett, was to make sure their baseline IT infrastructure and systems could support the transition. GSN provided both the tools, capabilities and guidance necessary to bolster this infrastructure, allowing the MMSG team to focus on shifting their customer service model from on-premise to a modern cloud solution.

The value of GSN cloud solutions was felt in unique ways across the MMSG organisation. For example, call centre staff were now able to manage high call volumes without overloading their system, while leaders could rely on cloud-based communication to keep teams in constant contact. Something the entire MMSG team could agree on was that the GSN partnership made all the difference.

The Partnership

According to John, there are a few key qualities he looks for in a partnering vendor. These qualities are:

- ✓ **Openness.**
- ✓ **Honesty.**
- ✓ **Transparency.**
- ✓ **Flexibility.**
- ✓ **Pragmatic service and solution deployment.**
- ✓ **A can-do attitude.**

In GSN, he says, he'd found all these qualities and more. “Within the first few days, I could tell GSN was going to deliver on all of my expectations.”

As a technology partner, GSN worked hard to understand MMSG from multiple perspectives, including:

- ✓ **Needs.**
- ✓ **Challenges.**
- ✓ **Goals.**
- ✓ **Expectations.**
- ✓ **Locations.**
- ✓ **Existing systems.**

// The result was a solution that enabled MMSG to move forward and continue delivering unmatched customer experiences in spite of COVID-19 regulations, lockdowns and limitations. As Brett explains, GSN brought “that human factor” that truly made all the difference. //

The Results

Even after COVID-19 regulations eased, MMSG continued deriving new value from their utilisation of GSN Contact Centre Cloud. They look back on the early days of their experience with fondness. “The results were remarkable,” says Dan. “Everyone was excited about using the new capabilities.”

The team agrees that these results are only possible due to their partnership with GSN. “It’s been fantastic having GSN as the SME organisation that not only tells you the story but actually delivers it,” says Brett. He and the rest of the team point to a few specific differentiators that made their experience with GSN truly valuable:

Reliability

Although needs differed across the organisation, all of MMSG found that they could count on GSN as a reliable, understanding partner. As the MMSG team explains, GSN built real, empathetic human relationships and used those connections to learn about the organisation’s pain points and deliver targeted solutions. This wasn’t simply a business arrangement; it was an authentic partnership based on trust.

Expertise

Brett, John and Dan all note that, on top of being enjoyable to work with, the GSN team brought unrivalled proficiency. MMSG explains that every individual from GSN offered in-depth subject matter expertise, insights from multiple disciplines and highly functional knowledge of GSN’s own offerings, resulting in rich conversations and valuable guidance.

Speed

“We had a very high-pressure environment where, in a period of weeks, we set up a contact centre solution that would have taken months,” says Brett. However, despite facing these completely new challenges introduced by the pandemic, GSN leveraged the insights and determination of the entire MMSG team to structure the best combination of solutions — all within, as Dan notes enthusiastically, a span of only two weeks.

Service

In GSN, the MMSG team had found a partner just as dedicated to service as they are. “They’re available to us like we’re their only customer,” says John. The result is cloud service that goes far beyond technology and both utilises and empowers that human element valued so highly by MMSG.

While COVID-19 continues to introduce complications into the business landscape and customer expectations grow exponentially, MMSG navigates these uncertainties with confidence. Their newly remote workforce is strong, capable and inspired, eager to find new ways of employing GSN solutions. They've found the value not only in at-home work solutions via cloud services, but in having a real relationship with a technological partner.

What's next?

With the core investment in a Cloud Contact Centre solution complete, the two organisations are working to turn this investment into a competitive advantage by focusing on further digital enablement and putting the customer at the centre. Current innovation initiatives include:

- ✓ CRM integration with Microsoft Dynamics 365
- ✓ Investment in chatbots that seamlessly integrates artificial and human Intelligence.
- ✓ Investments in AI powered Speech Analytics for quality management and compliance.

About GSN

GSN is an Australian-owned company at the forefront of delivering advice and customer solutions for organisations wanting to enhance their digital channels and integrate their service offerings.

"GSN have proven themselves to be an excellent partner for McMillan Shakespeare," says Dan, "and I'm sure they would be for anyone else. I'd highly recommend working with them." John agrees: "Most of all, they're a great bunch to work with."

To learn more about GSN and our Cloud Contact Centre solutions, **reach out today.**



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