

Case study | 2020

Making vital connections for Brady

The information age is long gone; the experience age has dawned. We've had the World Wide Web for over a quarter of a century. We're social animals, spending longer polishing our digital identities than we do actually talking to people. But arguably, with AI still very much in its infancy, the best experiences are still human ones.

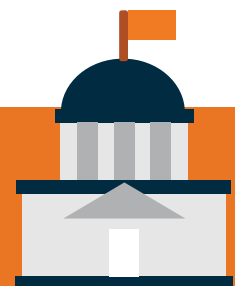
When the red light's blinking, and the product stops working, speaking to a person can often be the best and fastest way to get the problem solved. Enhancing the human connection has not only delivered improved customer experiences for Brady's pan-European Technical Services Team, but has also provided more fulfilling career opportunities for its team.



Background

Brady is an international manufacturer of products that help identify and protect people, products and premises. This includes high performance labels and signs, safety devices, printing systems and software for demanding sectors, including the aerospace industry, as well as SIM card labels for mobile manufacturers. Brady's European Technical Service Team supports customers in 22 countries in getting the most from Brady's products. Sesui's been working with the team since 2009 to provide its award winning cloud CCaaS software, ensuring every customer call gets through.

In 2012, Brady reorganised its Technical Services division. Technical services were previously led at a country level, where the local teams had autonomy over their pricing and approach. However in 2016, Brady established a central European technical services team to operate from its HQ in Zele, Belgium. The central team would not only deliver better economies of scale, but would help everyone work in a more joined up way.



The brief:

To support, Sesui was asked to:

1.

Empower the team in Zele to handle calls from across Europe, in the caller's local language – through Sesui Agent Connect.

2.

Help Brady's field engineers stay local and connected to their customers and HQ colleagues, without ever needing to be in the office – using Sesui Agent Connect.

3.

Provide live reporting to help Brady manage its call volumes across the whole of Europe – through Sesui live Wallboard.

1. Handling calls from across Europe

Many of Brady's agents are multilingual. To make best use of this skill, Sesui tailored its Sesui Agent Connect licenses to include skills based routing. In Brady's Zele headquarters, calls can be plucked from across Brady's regional hubs in Denmark, France, Germany, the UK and The Netherlands and, wherever possible, answered in the customer's preferred language. The customer can choose what language their call is answered in as a way to manage wait times.

Calls can also be routed according to issue urgency, client account size and client requirement. And without the constraints of geography, the customer service team has the flexibility to take on more diverse roles, with a more evenly distributed workload.

Sesui provided 22 local numbers for the 22 countries Brady services. Customer calls go into the cloud and are distributed however Brady chooses. For instance, in Poland if the engineer is busy, the call can be picked up in the UK. Or in Turkey, the call may go directly to the mobile of the field engineer.

In the age of live chat and social media support, phone support is still paramount to deliver stand out experiences and offers a vital connection to customers.

"Many of our agents can speak up to four languages each. So with Sesui's skills based routing, our agents can choose to add themselves into different country call queue lists. It gives them a sense of responsibility and a chance to develop their skills. And from the customer's point of view, they benefit from a better, more efficient experience – the problems are always solved more quickly in the local language," said Mr Timothy Raemdonck, Brady's European Technical Services Manager.

2. Helping Brady's field engineers stay connected

For Brady's engineers, no two days are ever the same. Brady prides itself on providing in-house technical repairs and support, so its field engineers spend most days on the move, visiting customers across 22 countries.

As Brady has expanded its pan-European footprint, Sesui Agent Connect has provided flexible and scalable communications to support this growth – without Brady needing to establish multiple local offices. A local language-based phone service through Sesui Agent Connect supports Brady in establishing a customer base. On the ground, the Agent Connect service allows Brady to bring in skilled field engineers to service customers, while always staying connected to the central team – even when countries apart.

"Using cloud-based communications has given us the flexibility to grow the business into new territories in a very low risk way. In the initial expansion stage, we can service customers in their own language, from one of our regional hubs or the central team in Zele. In that way we don't have to commit a lot of resources upfront, scaling up the service later as the customer base grows. Sesui's service is very elastic in that way – it can stretch up and spring back to suit your business needs at any given point."

In addition to helping the team stay connected, Sesui Agent Connect has supported Brady in keeping great people.

Mr Raemdonck explains: "One of the biggest advantages of Sesui's cloud software is that we can retain our best technical services agents by offering them a more flexible way of working. They can work anywhere... they're a truly mobile workforce. One of our agents was relocating countries and thought he would have to leave his job. But by working in this new way, we've been able to support him in taking his customers with him."

3. Getting sight of the big picture

With a team of just 25 agents and engineers, effectively managing its people resource is business critical for Brady. Sesui's live reports help Mr Raemdonck manage his people – wherever they are in the world. Sesui Wallboard shows the heartbeat of Brady's pan-European contact centre. It's tailored to show beat by beat the measurements most important to the team – from quantity of calls in queue, operator availability and call performance along with SLA indicators and alerts. It means the team has sight of the big picture and can act quickly to manage call flows and stay on top of volumes.

“We have a Dutch saying ‘meten is weten’ which translates as ‘to measure is to know’. So if you start measuring your calls and your abandoned call rate, you can act on it.”

Mr Timothy Raemdonck, European Technical Services Manager.

"We know the customer is really happy with the support they get from us. They don't care where the team is based. All they want to know is that we're committed to supporting all of our European territories. Thanks to Sesui, we're able to give our customers exactly what they expect – a human connection." Mr Raemdonck said.

What comes next?

Looking ahead, Mr Raemdonck is exploring new innovations with Sesui that will make troubleshooting even more efficient for Brady's customer services teams.

"We're talking to Sesui about how to further improve the flexibility of our workforce through the use of the Sesui Softphone and an integration of Sesui with our Salesforce instance. In an effort to further improve communication we are looking to provide an automated messaging service in support of client engagement."

If, like Brady, your customers want real help, from real people, get in touch for a free demo.

We're Sesui. We make vital connections.

03445 600 600

sesui.com

info@sesui.com

#makingvitalconnections



About Sesui

Sesui's the bright British innovator of award winning cloud communications software - connecting people to organisations when it's critical they get through.

For 15 years we've specialised in untangling communication systems and putting them into the cloud for organisations that provide a vital service in healthcare, travel, manufacturing and the voluntary sector. Our cloud CCaaS software floats above an organisation's technology so they don't need to replace what they've already got. All the reliability of the cloud, with the nimbleness, elasticity and sustainability of Sesui.

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