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Communicating through Covid-19 and beyond

How UK organisations went remote in a matter of days

Contents

Adapting to the new everyday. In a day.

The Covid-19 crisis turned the whole concept of 'everyday' on its head.

Our daily routines in life and in business were reshaped beyond recognition by forces far beyond our control. Almost overnight. And likely for ever, on some level at least.

Any questions or doubts organisations had about whether they needed to make changes to the everyday way they did things have all but disappeared, replaced with a different question: how do we make it happen? Not in years. Not in months. But now. In weeks. In days.

Microsoft Teams, for example, has seen daily users grow to 75 million since the start of the global pandemic – a 70% increase.

Now, as we slowly move towards whatever 'normal' looks like in a post-Covid economy, a different question emerges:

How do we make sure all this new technology keeps on doing what we need it to do, not just in the short term, but in months and years to come?

With such a rush to adopt new tools just to get people working again, many organisations are now dealing with multiple different technologies, from various vendors, largely unconnected to each other.

To create a lasting remote-working environment that has a positive impact on your employee experience (and therefore your customer experience), you need a simplified approach to communication that integrates all those disparate technologies.

We recently went into partnership with award-winning cloud communications provider 8×8 to help our customers achieve this.

We've chosen two case studies to show you how 8×8's technology has already been making this happen for organisations all over the UK.

Each of these organisations was able to enable remote working in a matter of days – and in some cases, in just 24 hours. Seamless, secure remote communication is now embedded into their way of working. For good. Whatever the future brings.

Read on to find out how they did it.

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Case study 1

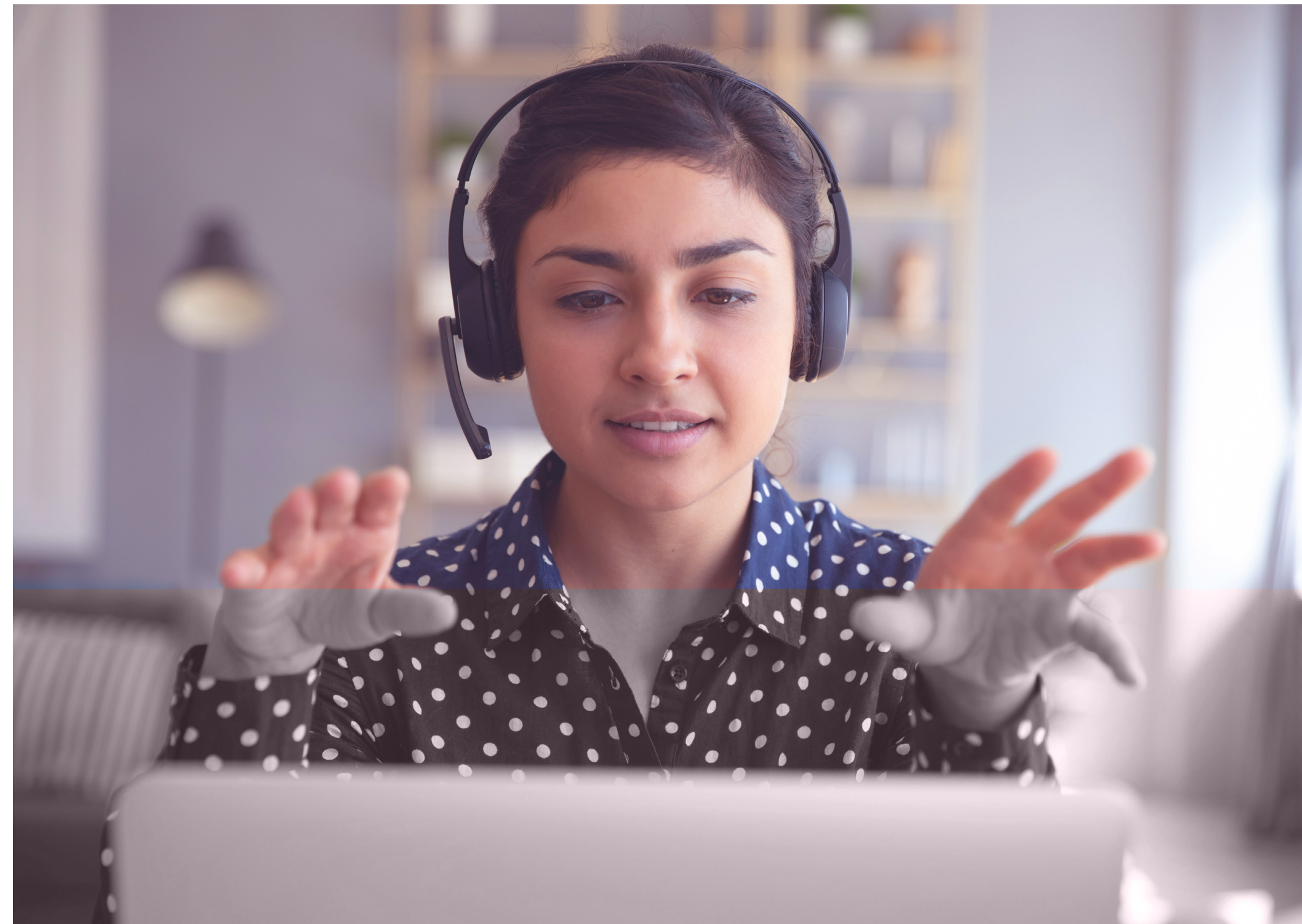## How Halford's contact-centre staff managed 500% more calls from home

With 338 retail stores and 177 autocentres open during the Covid-19 lockdown, Halfords needed to quickly adapt the way it operated, while keeping colleagues and customers safe.

8×8's cloud communications solutions helped Halfords:

- Quickly get 150 contact-centre agents working safely from their homes

- Handle a 500% increase in call volume and a 2,500% surge in web-chat interactions

- Identify trends through rich interaction analytics and reporting

"Using 8×8's cloud technology platform has allowed our customer-support agents to work from home."

– Gareth Brophy, Head of Customer Contact Operations, Halfords

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Case study 2

How Slater and Gordon got 90% of its people working remotely overnight

When Covid-19 began to take hold, Slater and Gordon was able to get people working from home immediately, seven days a week, including contact-centre staff.

Why? Because it had already put the right cloud technology in place.

8×8's cloud communication solutions give Slater and Gordon:

- Secure remote working capabilities to 90% of its workforce

- Advanced cloud contact-centre capabilities for 250 business agents

- Live auditing tools to continuously improve agent performance and customer experiences

"The roll-out has been quick and painless, and 8×8's training programme has gone above and beyond."

– Jennifer Baldwin, Head of Operational Excellence, Slater and Gordon
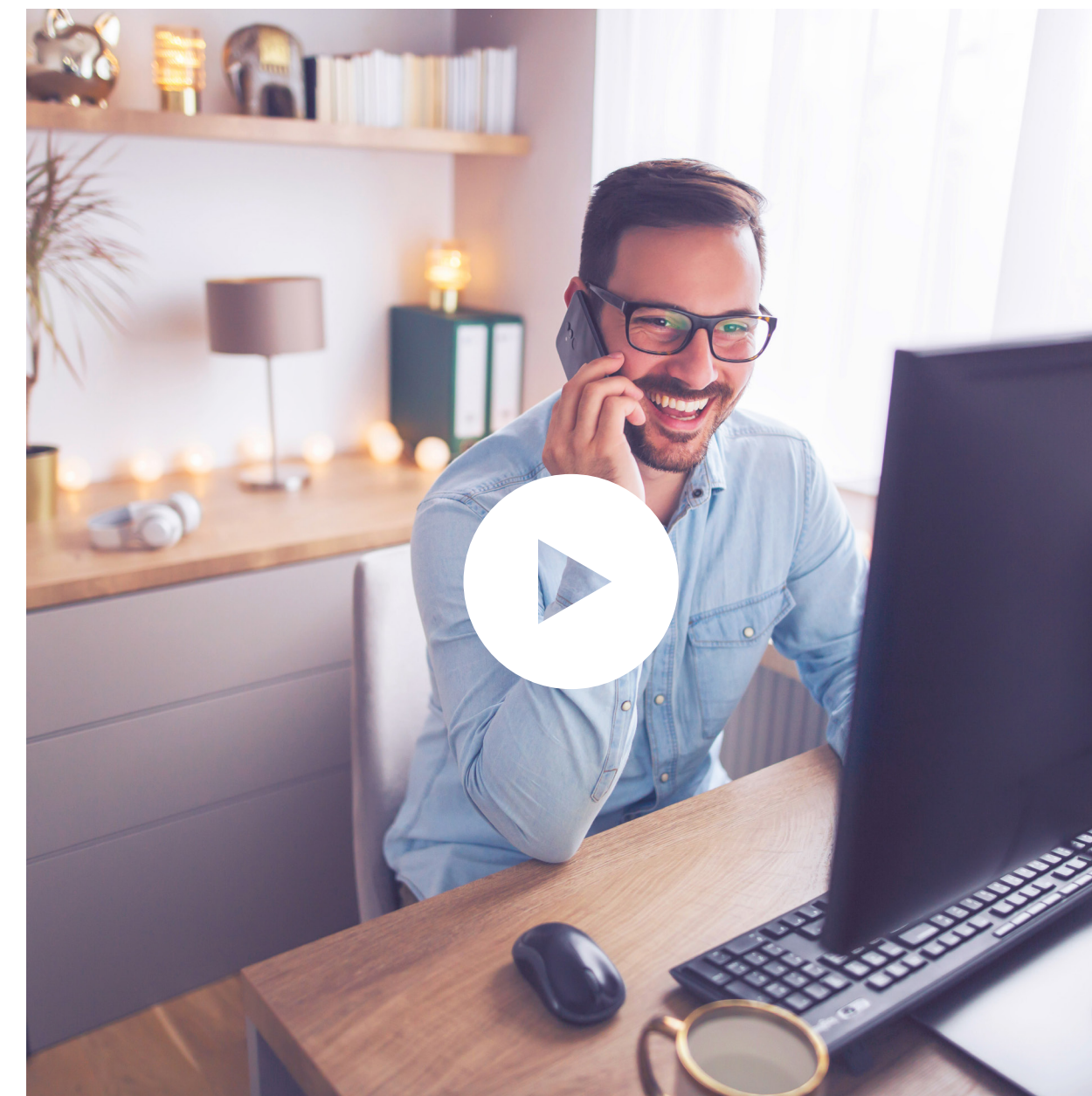
Watch video: See how Slater and Gordon adapted to the new normal.

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INTRODUCTION: ADAPTING TO THE NEW EVERYDAY. IN A DAY.

CASE STUDY 1: HOW HALFORD'S CONTACT-CENTRE STAFF MANAGED 500% MORE CALLS FROM HOME

CASE STUDY 2: HOW SLATER AND GORDON GOT 90% OF ITS PEOPLE WORKING REMOTELY OVERNIGHT

REIMAGINE WORK. REMOTELY.

WANT TO TALK?

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Reimagine work. Remotely.

When the Covid-19 crisis is finally over, some things in life will go back to the way they were.

But your staff may not be happy going back to the way they worked.

And your customers might not want to look backwards either.

Now is the time to adopt communication tools that are fit for the world beyond this pandemic – not just the one before it.

Even before Covid-19, 35% of business leaders said employee demand for flexibility was driving changes in working styles, according to a 2019 Ovum report.

60% were introducing tools to support a mobile workforce, while 55% were providing a virtual working environment and 54% were enabling more flexible working.

The current crisis has only accelerated the need for those changes.

But how do get it right when it comes to creating a modern, flexible working culture?

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Reimagine work. Remotely.

Four tips to building a 'work from anywhere' organisation[1]

1 **Get connected, the right way.**

34% of people say weak internet prevents them from doing their work. Make sure your underlying IT infrastructure isn't slowing your people down, and consider providing financial assistance if they can't afford quality, high-speed internet at home.

2 **Give your staff a hand with their home office.**

76% of people say employers could do more to help create a productive environment. Make sure every employee has access to funding for any equipment and resources they need to get their job done, just like they would in the office.

3 **Communicate everything, as often as possible**

40% of managers cite failure to align as the single greatest challenge to executing company strategy. When people aren't physically together, it's even more important to share your goals, vision and expectations regularly.

4 **Don't leave people struggling alone.**

55% of people have considered leaving their job due to a lack of support for burnout. Encourage employees to make time for themselves during the working day. Make it part of your culture. And provide tools and resources to help them manage their mental health.

Want to achieve the above and more?

Talk to us about our full suite of cloud-based voice, video, chat and contact-centre solutions, created in partnership with 8×8 and delivered by our experts.

You'll get:

Simplicity: One secure platform connecting all your front and back-office staff wherever they are, with the flexibility to add or remove communication tools whenever demand goes up or down.

Integration: Bring all your disparate communication tools together in one easily accessible place – integrating your contact-centre solution with Microsoft Teams, for example.

Expertise: Traditional infrastructure will hold you back when it comes to adopting and integrating cloud-based remote communication tools. We can help you modernise your network and pave the way for a post-Covid workplace.

[1] https://app.hushly.com/runtime/view/8×8_Essentials_Campaign_eBook%20Chapter_Five_Infographic_final.pdf ?guid=ojj5iij6d00adandpniqbr2f4t

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