

## How VeriCall Future Proofed the company for the COVID-19 era



Over the past few months, forward thinking BPOs have been able to rapidly transition to support businesses and essential services during the COVID-19 pandemic. With the utilisation of flexible technology stacks, agile methodologies and skilled & adaptable employees they have lead from the front and have played a major part in keeping the economy moving.

As a relatively new BPO, **VeriCall** planned and built our business around the expectation of Work From Home (WFH) becoming the standard business model over the next 10 years right from when we started. As with many organisations, the current pandemic accelerated that shift for sure, but, essentially, **VeriCall** had all of its plans already in place.

In fact, thanks to our planning, **VeriCall** was able to shift core staff to a WFH model seamlessly at the very start of the current crisis, AND achieved this with ZERO contacts missed and with ZERO impact on operational performance.

*„VERICALL PLANNED AHEAD METICULOUSLY - SO THAT OUR CUSTOMERS DIDN'T HAVE TO! ”*

**Adam Taylor, CEO**

### A number of key considerations made this possible:

- ✓ Having a cloud-based technology stack
- ✓ Utilising VOIP and SIP based telephony infrastructure
- ✓ Employing private internet-based applications protected by IP restriction and access credentials
- ✓ Link pay technology that allows PCI compliant payments from remote workers across all channels - including social!
- ✓ Intelligent system design, with integrated knowledge bases built into CRM systems allowing agents to identify resolutions quickly without management support
- ✓ As our systems automatically perform resolutions on accounts when the agent selects the issue from the knowledge base system, learning requirements in staff training are hugely reduced, thus allowing better, faster outcomes
- ✓ **VeriCall** equipment was supplied to homeworkers allowing control of the work environment and eliminating the risks of Bring Your Own Device
- ✓ Having employee engagement strategies that keep staff engaged and supported while working remotely



From 23rd March (start of lock down) until midnight 25th May 500 000 voice calls handled



Average time to answer a call was just 18 seconds



Zero calls lost



Zero contracts lost



Shift to homeworking was done in 24 hours



Onboarding of 400 new staff took 1 week

250



New home workers onboarded



5 brand new clients onboarded over last month

Key elements of our success were delivered by our unique payment technology which descopes the agent environment from **PCI with link pay technology**. This technology allows our agents to initiate a payment with the customer that can be completed on the customer's device.

The use of single use encrypted urls means the payment is kept secure with the individual customer, but, crucially, the agent can stay in communication with the customer during the transaction, have sight of where the customer is in the transaction flow in order to prompt the customer what they need to enter - but, most importantly, the agent has no sight of the actual card data, thereby reassuring clients, customers and staff.

This has allowed **VeriCall** to continue taking secure and compliant payments for our clients through home-working without any impact on their ability to transact!

**VeriCall** future proofed itself from the outset and this paid dividends for all of our customers - large or small - during these unprecedented COVID-19 times.



People

Technology

Solutions



[www.vericallsolutions.com](http://www.vericallsolutions.com)

# „TECHNOLOGY IS BEST WHEN IT BRINGS PEOPLE TOGETHER“

**MATT MILLENWEG**



**People**

**Technology**

**Solutions**

VeriCall embraces both people and technology and brings them together with innovative and intuitive solutions to, essentially, make engaging with your customers easier and more efficient – AND, of course, more cost effective!

We help you keep pace with change and demand by making sure we are constantly evolving and blending Artificial Intelligence (AI) and mobile and digital technologies with highly trained and motivated people that offers your company a 24/7, 365-day range of services.

At VeriCall's Engagement Hub these elements are combined to provide you with industry leading solutions that can work with any size of company from Micro to SME to Enterprise. Our solutions are tailored for you and include:

## **VeriCall Solutions**

- Secure and PCI compliant payment infrastructure for a low monthly fee that enables companies of all sizes to become onboarded in 24-48 hours instead of 3-4 weeks. De-risk your business in record time
- A bespoke platform with enhanced CX through intelligent transfer from AI powered omni-channel contact solutions that ensure contacts are never missed whatever the volume
- VeriCall have partnered with Elavon to provide acquiring services including MIDs, TIDs and Payment terminals via full end to end payment solution.
- Speech recognition and intelligent call routing using Google and Alexa
- Workforce management and telephony
- CRM system with built in intelligent knowledge base
- Omni channel solutions including secure payments in social messaging

## **VeriCall Engagement Hub - BPO Services**

- Full BPO providing skilled agents across Omni-Channel at a price you can afford with flexible, transactional pricing models
- Tailored multi-level reporting
- Outsourced outbound calling campaigns
- Multi-channel chat, self-service and proactive customer contact

## **Pippa the PA**

- Efficient telephone answering for the small and medium sized business with fixed fees or on demand PAYG and Omni-Channel integration too

Our partners are the names you know and trust – Amazon, Elavon, Google, IBM, Microsoft – to enable the best level of technical support. VeriCall offers a full range of end-to-end services that will provide you with the experience YOU need – simplified!

 

  



**To find out more about any of these services just contact us.**

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