



ESP GROUP TRANSFORMS CUSTOMER EXPERIENCE AND DRIVES GROWTH WITH SABIO GROUP'S EXPERTISE AND GENESYS CLOUD CX

ABOUT ESP GROUP

The ESP Group is an experienced and proven outsourcing partner of choice, offering peace of mind to clients and their customers by delivering bespoke customer care solutions. The Group has two operating companies under their brand: Journeycall, which focuses on customer support and experience; and Systex, specialists in software development and smartcard production.

ESP Group's business encompasses three main strands: a contact centre providing customer-facing and back office support; product fulfilment as one of the largest smartcard providers in the UK; and software development, including a CRM software business supporting local and national concessionary travel schemes.

Currently, the organisation manages 15 million customers in its various CRMs, and handles over 4 million customer contacts every year for their clients.

THE CHALLENGE

ESP Group faced scalability and reliability challenges with its on-premise contact centre platform amidst rapid growth and market expansion. The company needed a robust, flexible solution to manage hundreds of new agents, millions of interactions, and diverse client needs while maintaining quality standards across multiple contact modes.

THE SOLUTION

Sabio helped ESP Group migrate to Genesys Cloud CX, providing extensive support for key initiatives like call back in queue, CSAT by email, API integration into clients' CRM, and streamlining social media management. Sabio's Professional Services and Support teams worked alongside ESP Group to deliver bespoke solutions and technical assistance.

THE RESULTS

ESP Group's digital transformation with Sabio and Genesys Cloud CX has yielded impressive results, including winning three new large contracts, improved workforce management, faster IVR changes, and better metrics like call abandonment rate and wait times. The successful partnership has enhanced operational efficiency and customer experience, positioning ESP Group for continued growth.



20%
Average Wait
Times reduced



+5%
Improvement in
Call Abandonment Rate



50%
Voice CSAT via the IVR
has increased



THE CHALLENGE :

Scalability and Reliability Challenges Amidst Rapid Growth and Market Expansion

ESP Group has established a leading presence in the UK transport industry, holding a nearly 50% market share in the rail sector. It manages contact and customer service for several Train Operating Companies with a client base that includes Scotrail, Transport for Wales and Transport for London, the single biggest operator of public transport in Europe, as well as Network Rail, who manage UK railway infrastructure. In recent times, ESP Group has been gradually diversifying its offering and expanding into new markets such as property and travel.

Its existing on-premises contact centre platform met ESP Group's basic needs, but with those ambitious growth plans potentially requiring the capacity to manage hundreds of new agents and millions of new interactions quickly, the company needed a more robust and flexible contact centre solution.

Any new solution would need to provide ESP Group with more control to make changes as well as be agile enough to respond to the needs of its diverse client base.

For instance, some of ESP Group's customers specialise in handling emergencies, necessitating swift and seamless updates to their respective IVRs – a process that was becoming problematic and time-consuming with ESP's legacy platform and a situation which was not improving by the increasing frequency of system issues.

As ESP Group expanded rapidly, they required a partner and system capable of managing their growing workforce and the various challenges associated with overseeing a large contact centre: forecasting, planning and scheduling; day to day performance management; and maintaining stringent quality standards across multiple modes of contact for over 20 clients. The company had also implemented a home working solution, and so demanded flexibility from their new partner and system to meet these evolving needs.

Realising the complexity of launching such a transformative project while maintaining daily business continuity levels, ESP Group sought external expertise.





THE SOLUTION :

Sabio Delivers Unparalleled Support and Expertise, Fostering a True Partnership

To address these challenges, ESP Group worked with Sabio Group to migrate from their existing on-premise solution to Genesys Cloud CX. Sabio provided extensive support for several key initiatives:

- **Call back in queue project**
- **CSAT by email project**
- **API integration into ESP Group's clients' CRM**
- **Streamlining the management of clients' social media platforms through the Genesys Cloud system**

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Since moving to Genesys, we've seen concrete improvements, and Sabio's support and communication has been second-to-none. We now have regular collaboration and key points of contact for what seems like each capability within the Genesys platform. I genuinely feel like there's a true partnership between our organisation and Sabio. Sabio listens to our challenges and provides genuine solutions that support our direction of travel as a business.”

Marc Donald, Principal Business Development Manager, ESP Group

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I feel like we're supported to make the most of the Genesys solution, which is not something that I can say we've had before, and that feels good. This has been a significant investment for us with real life consequences for my team and our service delivery – I'm excited about what ESP Group and Sabio can deliver together.”

Ashley Meston, Chief Operating Officer, ESP Group

Sabio's Professional Services team worked on bespoke solutions alongside the ESP Group team as needed, while Sabio Support assisted with the technical specifications of other solutions being integrated.

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I know that when the members of my team need to reach out, they're getting what they need from Sabio specialists with decades of knowledge and a burning desire to get it right for us.”

Ashley Meston, Chief Operating Officer, ESP Group

THE RESULTS :

Significant Improvements in Key Metrics and Customer Satisfaction

The digital transformation and Sabio's support have yielded impressive results for ESP Group. The company has recently won three large contracts, one of which has a contact centre seat count of more than 100 seats, leading to a substantial increase in call volumes – with Genesys WFM capability becoming crucial in relation to that.

Ashley highlighted the success of the workforce management solution. She said: "The workforce management piece is a huge success for us. We've demoed countless WFM solutions over the years, all of which promised a lot without being convincing, but the Genesys Workforce Management solution caters to our blended team excellently.

"Some of our Advisors have 15 different skills, while others have two or three – and while other solutions that we've tried have said they can cater for that, they never truly have. Other contact centres might take this for granted, but for us, to finally have this in place and working well for us makes life a lot easier. Sabio knew our requirements and our challenges in relation to WFM and demonstrated to us how this solution could work for us."

The transition to Genesys Cloud CX has also enabled ESP Group to make IVR changes in minutes instead of days – a huge benefit for ESP's customer base, but in particular for their emergency service clients which has significantly improved responsiveness and efficiency.

Marc added: "The fact that our clients trust our confidence in pushing their interactions and calls through the Genesys platform is massive - especially considering that it's an emergency contact channel for them. That in itself shows how reliable and strong the Genesys Cloud capability and Sabio's complementary guidance has been."

ESP Group has seen improvements in Call Abandonment Rate of up to 5% and average wait times are down by up to 20% with the most marked improvements seen for

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Marc Donald, Principal Business Development Manager, ESP Group

the company's smaller clients. This shows the benefit of how Sabio's expertise and the Genesys solution works for ESP Group's blended staffing requirements, and provides measurable improvements for clients no matter their size.

Voice CSAT via the IVR has increased by about 50% in the number of respondents, and Sabio is now working with ESP Group to implement CSAT by email through the Genesys system, including how best to manage data privacy.

Ashley described the project as "the most successful technical mobilisation we've ever been through," citing weekly touchpoints with Sabio, clear and well-defined actions, and quick resolution of any escalations.

With Sabio's expertise and the implementation of Genesys Cloud CX, ESP Group has transformed its customer experience, enhanced operational efficiency, and positioned itself for continued growth in new markets.

The partnership between ESP Group and Sabio exemplifies the power of digital transformation in driving business success and delivering exceptional customer service.

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The most successful technical mobilisation we've ever been through,”

Ashley Meston, Chief Operating Officer, ESP Group