

VoiceAbility



CRAFTING THE FUTURE OF DIGITAL COMMUNICATION

VoiceAbility approached Sabio Group to explore and provide estimates for implementing both Experience Cloud and Service Cloud Voice, including Amazon Connect.



ABOUT VOICEABILITY

VoiceAbility is a voice and rights charity and one of the largest providers of independent advocacy and involvement services across the UK. VoiceAbility has supported people to have their voices heard and rights upheld for over 40 years.

VoiceAbility uses the customer relationship management system Salesforce leveraging Service Cloud. Sabio Group started working with VoiceAbility in December 2021, providing managed services to support their use of Salesforce.

As part of their ongoing investment in the Salesforce platform, VoiceAbility approached Sabio Group to explore and provide estimates for implementing both Experience Cloud and Service Cloud Voice, including Amazon Connect.

THE CHALLENGE

VoiceAbility had an existing cloud telephony system with another provider which was not providing the level of detail and flexibility required. The increasing demands of a dynamic clientele, coupled with the evolving technological landscape, highlighted the pressing need for an upgrade.

THE SOLUTION

In a bold 13-week sprint, VoiceAbility embarked on a transformative journey under the astute guidance of Sabio Group. Central to this transformation was the innovative use of voicemail routing, transcription, and recording within Salesforce.

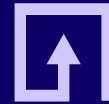
THE RESULTS

VoiceAbility now benefit from an enhanced digital telephony experience that is natively rooted in the world's most preferred CRM platform, Salesforce, supercharged by the robust capabilities of Amazon Connect.



**5%
uplift**

in service
delivery



**Single
system**

for voice, chat
and voicemail



**20
second**

reduction
in AHT



THE CHALLENGE:

VoiceAbility had an existing cloud telephony system with another provider which was not providing the level of detail and flexibility required, including enhancing voice capabilities.

The charity wanted to bring voice into Salesforce so there was one system which hosted both chat and voice capability. Although this new system had to replace their existing telephony system 'like-for-like', VoiceAbility had also expressed an interest in innovation, including layering new capabilities on top of any new system. This new system had to be able to easily support their ambitions, be easy-to-use and flexible, as well as allow staff to make incremental moves to continuously improve their customer service.

In an age where communication is not just a means but a mandate for change, the legacy telephony system of VoiceAbility began showing its age with the vendor "promising lots but delivering little". While it had admirably served its purpose over the years, the increasing demands of a dynamic clientele, coupled with the evolving technological landscape, highlighted the pressing need for an upgrade.

At its core, VoiceAbility wanted to achieve five key things:

Harnessing the power of automation:

Like every forward-thinking organisation, VoiceAbility understood the immense potential of automation. Their legacy system, however, was a far cry from leveraging these possibilities, thereby diminishing operational efficiencies.

Single sign-on for enhanced security:

As the custodians of sensitive information and stories, VoiceAbility security is essential. A single sign-on (SSO) capability wasn't just a feature — it was a non-negotiable aspect of preserving the trust bestowed upon them by their community.

Transparency in communication:

Understanding common issues faced by clients was paramount. The legacy system provided limited visibility of calls, making it challenging for advisors to recognise and address recurrent concerns. Utilising theme detection as part of the Contact Lens enablement allowed VoiceAbility to spot the common reasons and highlight previously unknown themes.

Integration with Salesforce:

In a bid to streamline their operations, it was imperative for VoiceAbility to control calls and administer core agent routing within Salesforce, a powerful platform that was an integral part of their ecosystem.

High Availability:

As a key method of interacting with clients, it was critical that any new solution was robust. High Availability and Disaster Recovery as standard were an essential requirement.

It wasn't just about adapting to a new system — it was about embracing a future where every call made a difference, every voice was acknowledged, and every challenge was met with innovation. In the heart of this transformative journey, VoiceAbility was on the lookout for new telephony capability that would ensure that every interaction, both inside and outside of working hours, was managed from within their Salesforce eco-system.

For a charity dedicated to breaking barriers and building bridges, their legacy telephony system was ironically becoming a wall — restraining growth, muffling voices, and dimming the very light they sought to shine.

The challenge was clear: In the quest to amplify voices, VoiceAbility's own voice — a voice facilitated by its telephony system — needed an overhaul.

And not just for their clients, but for their army of remote, homeworking advocacy professionals across the United Kingdom.



Why Amazon Connect and Service Cloud Voice?

VoiceAbility recognised it was imperative to stay at the forefront of technological innovation. With a mission to ensure the disadvantaged and discriminated are not just heard but also equally included in society, their choice in technology needed to resonate with this ethos.

The integration of Amazon Connect with Salesforce Service Cloud Voice presented an unparalleled synergy for VoiceAbility for several compelling reasons:

Seamless integration: Amazon Connect with Salesforce Service Cloud Voice creates a unified platform, ensuring that every interaction is captured, recorded, and easily accessible, enabling VoiceAbility to maintain a consistent and holistic understanding of their clients' needs.

Operational efficiency: VoiceAbility recognised the potential of AI-driven insights offered by this combo. With real-time call transcription, sentiment analysis, and automatic highlighting of sensitive calls to team leaders, the charity can ensure their communication remains empathetic, timely, and solution-focused.

Unified view for staff: Salesforce Service Cloud Voice offers staff a consolidated view of client interactions, ensuring that every call is not just a transaction, but a continuation of an ongoing relationship. This facilitates a deeper understanding of recurring issues and patterns, enabling more proactive interventions.

Enhanced security: Given the sensitive nature of the conversations and data VoiceAbility handles, the robust security features of both Amazon Connect and Salesforce are paramount. With enterprise-level security protocols and automatic removal of any personally identifiable information, VoiceAbility can ensure the confidentiality and trust of the people they support remain uncompromised.

Scalability and flexibility: As the needs of the charity grow and evolve, the scalability of Amazon Connect paired with Salesforce ensures that VoiceAbility can adapt without the need for constant system overhauls.

The integration of Amazon Connect and Salesforce Service Cloud Voice is not just a technological choice for VoiceAbility — it's a strategic move to deepen their impact, streamline their operations and, most crucially, amplify the voices they are dedicated to championing.

THE SOLUTION:

In a bold 13-week sprint, VoiceAbility embarked on a transformative journey under the astute guidance of Sabio Group.

Central to this transformation was the innovative use of voicemail routing, transcription, and recording within Salesforce. This feature transformed every call, ensuring that each message, regardless of when it was left, was heard and acted upon. No voice was lost; every story became an indelible part of VoiceAbility's mission.

Time, in the world of assistance, is of the essence. Recognising this, the Callback Queue Buster was integrated. This capability ensured that callers didn't languish in potential limbo but were promptly attended to while saving callers call costs. This reinforced VoiceAbility's commitment to valuing each individual's time and urgency.

With the advent of voice automation flows, the moment a call connected, the story unfolded. A dynamic display showcased the caller's history, from previous interactions to linked cases and enquiries. This ensured that every conversation was rooted in context, eliminating the frustration of repetition and forging genuine connections.



Further enhancing this personalised touch was the Sentiment analysis. Combined with call recording and transcription, this tool did more than just capture words. It provided a window into the emotions behind each call, allowing VoiceAbility to respond not just to issues but to feelings.

The custom Calling Line Identifier mapping and holiday lookup integration introduced a layer of intelligence and sensitivity. VoiceAbility could tailor their interactions, taking into account individual nuances and significant dates. Meanwhile, the agility of hot messaging and the adaptability of custom Disaster Recovery demonstrated that VoiceAbility was always attuned, always responsive, irrespective of challenges.

Rounding off VoiceAbility's digital renaissance was the powerful Salesforce Reporting dashboard, complemented by real-time insights and Amazon's analytical prowess. With this data-driven compass at their fingertips, VoiceAbility was empowered to make informed decisions, charting the course for their continued mission of inclusivity and empowerment.



THE RESULTS:

VoiceAbility's decision to opt for Sabio Group for their Service Cloud Voice implementation is a testament to the profound expertise and reputation Sabio has built over nearly three decades in the domain of customer experience, contact centre and telephony technologies.

Specialising in amalgamating digital with human interactions, Sabio has positioned itself as a stalwart in delivering unparalleled solutions and services in the contact centre landscape.

For VoiceAbility, Sabio's burgeoning partnership with Amazon Connect, coupled with their profound knowledge of Salesforce, especially Service Cloud Voice, placed them in a unique vantage position. Their understanding of seamlessly integrating VoiceAbility's infrastructure with CRM requisites exemplifies their capability to harness the best from both Salesforce and Amazon Web Services.

This ensures that VoiceAbility will benefit from an enhanced digital telephony experience that is natively rooted in the world's most preferred CRM platform, Salesforce, supercharged by the robust capabilities of Amazon Connect.

For VoiceAbility, this partnership signifies a confluence of innovation, experience, and technical prowess, promising an enhanced digital telephony experience both for its clients and its staff.

The results witnessed by VoiceAbility as part of this project with Sabio include:

- **5% uplift in service delivery**, as per the service level agreement
- **Average handling time reduced by an average of 20 seconds** due to integration between voice and CRM platforms. This has resulted in contact centre staff being able to spend more time having meaningful interactions with clients about their needs
- **Wrap time reduction:** automated transcripts have helped reduce wrap time for longer calls, with automated linking of callers to cases and the ability to listen back to calls quickly also contributing
- **Single system for voice, chat and voicemail** resulted in timesaving, due to enhanced efficiency in routing and deployment of contact centre staff
- The integration of faster reporting into existing key performance indicators (KPIs) and dashboards has resulted in **real-time management information being used to make quicker decisions** on how best to utilise resources. This has enabled improved delivery of KPIs and ensured clients can be supported sooner
- **Faster staff onboarding due to reduction in number of systems.** Having a fully-functional replica of the system allows for training without interfering with the live environment.
- **50% reduction in staff turnover**, in large part due to simpler and more efficient systems
- **No downtime or outages in 6 months** since implementation