



CASE STUDY

KELLIHER INSURANCE

With an integrated Mitel communications solution, Britannic has helped Kelliher Insurance Group to consolidate business communication services across its trade brands and to unlock previously unrecognised sales opportunities.

britannic
technologies

Unlocking the potential of integrated communications

Kelliher Insurance Group builds on the strengths of four trade brands which offer specialist policies for the construction and property sectors. Streamlining the ICT infrastructure across the Group and increasing contact centre performance for its Trade Direct Insurance brand, Kelliher's technology refresh project has greatly simplified IT management and supported business growth.

Need for technology alignment

Kelliher was bogged down by four standalone phone systems which were causing unnecessary internal call costs and complicating ICT system management across the Group. In Britannic Technologies, Kelliher Group Head of IT, Simon Davey, found a partner that helped him to consolidate and virtualise communications technology in line with Group IT and business strategies.

The new IP telephony solution builds on the existing VMware infrastructure and was delivered through a managed services offering that has allowed the Kelliher IT team to drastically simplify telecom and supplier management. Now, Kelliher only needs to manage one communications supplier and can offload day-to-day management of the ICT platform and applications to Britannic's engineers. This balances the need to upskill the in-house IT team and frees them up to focus on the management of its on-premise VMware and network.

"Britannic understands our business needs and they are flexible enough to let us control the areas we want to. They really align their service with our business objectives", commends Simon Davey.



Two birds with one stone

Beyond streamlining the call management process for what is now one shared Group reception desk, working with Britannic has positively influenced the success of several teams. The managed ICT service has allowed the Kelliher IT team to refocus on the support of business projects such as the contact centre upgrade for the Trade Direct Insurance brand, for example.

In turn, the contact centre upgrade has powered sales growth with improved reporting, customer self-service and agent tools, and contact centre integration into Kelliher's insurance database. Sales & Service Manager, Andy Marlow confirms, "Britannic's Mitel solution has really helped us improve our call centre performance and they've been extremely flexible in tailoring our telephony customer journey. We have many staff working in multiple teams and over multiple brands but setting this up with Britannic felt easy."

The Technology

netX

Britannic's resilient high-availability SIP platform optimises line resource, ensures availability and security of communications services, and adds scalability as Kelliher's business grows. netX has cut out internal call cost, saving 23% on call cost.

vmware®

The MiVoice Business IP platform sits on Kelliher's VMware server. Treating voice like any other business application simplifies IT management, reduces hardware, removes separate telecoms management processes and tools.

Mitel

MiContact Centre Business helps Sales and Customer Service agents to efficiently engage customers via voice, email or text. Open architecture allows Kelliher to integrate other business applications and databases for seamless data flows across IT systems.

New contact centre insight boosts business growth

Better reporting in the Trade Direct Insurance contact centre, a high-volume, low-margin division that relies on an efficient sales process, surfaced new insight into customer behaviour that Andy Marlow addressed with a lead generation campaign: "With the new solution and Britannic's help we have been able to report on and understand the volume of customers attempting to contact us outside our working hours. This led us to review our opening hours and to call the clients who had been unable to get through, creating new sales leads that we previously were unaware of."



“I had heard of Britannic thanks to their outstanding reputation in the industry and first met the team at a trade show. I was very impressed with their level of understanding of networking, rather than just telephony, and how they took the time to understand our business.”

Simon Davey,
Group Head of IT,
Kelliher Insurance Group

The Results

“Britannic has helped us make our business more efficient and productive”, confirms Simon Davey and notes a couple of key highlights that benefit the business as it grows. “The new solution gives us the flexibility to connect existing technologies to it, as we did with our insurance database, and to roll out new applications fast, when required. The integrated contact centre, then again, has allowed us to deliver a significant increase in sales, plus an improved customer experience at a lower overall cost to serve. These achievements have contributed to increased revenue and profit for the Group. Within three years after deployment, our Group’s annual revenue has increased by 15% whilst annual profit before tax has grown by 30%.”



4

Group businesses served by one UC platform

23%

Savings on call cost

15%

Annual Group revenue growth since solution deployment

LET'S SHARE SOME IDEAS.



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