

Rainbow International gains work-from-anywhere agility with 8x8

Rainbow International Restoration is the UK's leading supplier of disaster recovery and specialist cleaning services, serving a wide range of commercial and industrial customers since 1987. Whether damage is due to fire, flood, or other accidents, Rainbow restores tens of thousands of properties each year. The company operates 24 hours a day, seven days a week, from over 51 branches across the country.

For a service business like Rainbow, high-quality communications is of paramount importance. 8x8's cloud-based XCaaS platform enables the company to meet its commitment to high standards of excellence and reliability.

The Challenge: Improving customer experience

Rainbow had previously been a division of a leading workplace experience and facility management company. When the group divested in June of 2021, the newly independent company needed to purchase its own business communications infrastructure.

The group had been used to robust functionality delivered by the existing communications platform. However, when employees suddenly began working from home during the pandemic, the on-premises solution did not easily adapt to the new conditions, resulting in a cumbersome process and frustrating user experience.

When it came time to choose a platform for the new company, Rainbow's management had learned from prior experience. Not only would an independent instance of its existing system have been prohibitively expensive, it was also not a good fit for the company's remote working environment. The Rainbow team wanted a flexible solution that enabled the company to be agile and allow staff to easily work from anywhere.



Industry

Disaster Recovery

Headquarters

Nottinghamshire, UK

Website

rainbow-int.co.uk

8x8 Products

eXperience Communications as a Service (XCaaS) platform, encompassing 8x8 Work and 8x8 Contact Center

Primary Reason for Choosing 8x8

- Speed of implementation
- Flexible, simple administration
- Easy to use by office and field staff

Channel Partner

[Britannic Technologies](#)

Highlight Metrics

- 20K claims per year
- 24/7 hours of operation
- 51 branches throughout the UK

In particular, it wanted a mobile app that eliminated the need to use handsets, as well as the ability to manage the company's own call routing.

The Solution: Work-from-anywhere agility in the cloud

8x8 was recommended to the Rainbow team by its communications consultancy partner and value-added reseller, Britannic Technologies who also manage the relationship with the previous parent company ISS. Compared to an on-premises system, 8x8's cloud-based eXperience Communications (XCaaS) Platform would be much faster to implement and simpler to maintain, yet still offer the enterprise-grade PBX features that Rainbow needed. "8x8 offered the flexibility and feature set that we were looking for in a business communications solution," says Kerry Bhella, Operations Director at Rainbow International.

Britannic Technologies helped Rainbow quickly get up and running with 8x8. They implemented a relatively simple solution with 8x8 Work for office staff (who really liked the mobile softphone), 8x8 Contact Center for customer service agents, and 8x8 Frontdesk for receptionists. Workers in the field only needed the 8x8 Work app on the desktop PC or smartphone to stay connected to their head office.

"I have nothing but praise for Britannic. The quality of service and support, and attention to detail went beyond my expectations. The seamless, uninterrupted transition was thanks to Britannic's structured onboarding methods and their clear, jargon-free approach. We really were in safe hands, and I feel sure they will guide us well in the future as we continue to transform our customer engagement," says Bhella.

The new system allowed Rainbow to easily shift to meet the ups and downs of the pandemic. In November 2021, the company had its employees return to the office full time, only to send them home again a few weeks later. With the click of a button, Rainbow's IT team was able to switch to the 8x8 system to support the remote workforce. "8x8 gave us the agility we needed to maintain business continuity during an unpredictable time," says Bhella.

Britannic went the extra mile to help Rainbow configure the new system to meet the company's unique needs. For example, the team was able to port call recordings from the old system to the new, as well as produce new recordings using the same voice to ensure consistency.

"Our business receives over 20,000 claims per year, so the phone system is very important. 8x8 is a future-proof solution that will grow and evolve with our organizational needs."

Kerry Bhella, Operations Director

The Benefits: A flexible, future-proof solution

Since the rollout, Rainbow's new system has been working flawlessly. Changes can be made easily, and the lack of physical desk phones has made life much easier for many employees. The mobile app has been particularly helpful to those employees who are out in the field or on the move. In the past Rainbow didn't have the option for its remote team to have a landline number but with 8x8 they have the flexibility of both making it easier for them to be included in hunt groups.

Rainbow has also benefited from 8x8 Analytics and reporting, helping the company to further improve the quality and efficiency of its customer service. Analytics are used to monitor the team and the call flows and are reported upon monthly to the board.

Client KPIs are now much simpler to report on. Rainbow takes a huge volume of calls and has to meet KPIs from the company's clients. 8x8 Analytics and reporting has helped to make that process more streamlined and provide the ability to drill now into the details.

"Our business receives over 20,000 claims per year, so the phone system is very important," explains Bhella. "8x8 is a future-proof solution that will grow and evolve with our organizational needs." 8x8 has been so well-received at Rainbow that the team feels inspired to recommend the solution to its former parent company. Bhella says: "I told my counterpart at ISS that 8x8 was so easy to use, so flexible and agile, that they should look at moving from their on-premises system to 8x8 themselves."

It's early days for Rainbow in using the new system. This is just phase one. There is plenty more that the company is excited to explore.

Contact Britannic for additional information
Call 01483 242526 or visit btlnet.co.uk



8x8

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