



CASE STUDY

CAXTON

Transforming customer experience with Five9's Cloud Contact Centre to achieve personalised, efficient interactions and enhanced customer satisfaction.

 Britannic

Redefining The Customer Journey

Caxton, a leading British fintech company, has been delivering top-tier financial solutions for consumers and businesses for over 20 years. Known for its agility and commitment to efficient, reliable payments, Caxton has always prioritised an outstanding customer experience. With a reputation for getting the right money, to the right people, at the right time, Caxton's next move was clear—empower its team with deeper insights and cutting-edge tools to elevate customer engagement to new heights.

Taking Customer Engagement To The Next Level

The Caxton partnership with Britannic Technologies to implement the Five9 cloud contact centre solution stemmed from a goal to provide exceptional insight and flexibility in every customer interaction. The new system ensures that agents have immediate access to real-time customer data, enabling personalised support from the moment they connect. This innovative approach allows Caxton to provide faster, customised assistance and continuously enhance each touchpoint with informed, responsive care.

Embarking On A Digital Journey

Britannic worked closely with Caxton understanding its objectives and assisting them in designing their digital transformation journey to transform its customer experience and business operations with modern technology.

After reviewing Caxton's desired outcomes and the technology choices available, Britannic recommended the cloud based Five9 contact centre solution for their agents who hybrid work in the office and at home. The previous telephony system was hosted in a private cloud environment. The migration to the new public cloud solution was seamless and they were up and running in the day with no disruptions to the business. The new solution provides them with the flexibility to scale up and down when required, such as in busy seasonal periods or for sales and marketing campaigns, additional robustness and security, plus the flexibility to add on applications when required.

Personalising Customer Experience

Integration was critical to Caxton because they use a number of external systems such as Zendesk CRM, Hubspot and Microsoft Teams - all of which needed to be integrated for more seamless operations. When customers call in the agents see a CRM screen pop of the customer, providing them with the contact details and the history so they can deliver a more personalised service and instantly see what their last call was about. This valuable data enables them to provide a faster first time resolution, delivering a more consistent and seamless experience.

Adapting To Enhanced Capabilities

Transitioning to the advanced Five9 contact centre solution opened new possibilities for Caxton's customer service team, equipping them with tools that make interactions more efficient and insightful. Supported by Britannic Technologies, agents quickly embraced the upgraded system, which not only streamlined call handling but also introduced new capabilities for tracking and monitoring service quality.

Analysing & Reporting

One of the main reasons moving to the new contact centre solution was to gain access to data that could provide analysis and reports of calls volumes, handling and issues. Armed with this arsenal of information, managers can now oversee call flows in real-time, ensuring that every customer query reaches the right team member swiftly and efficiently. With embedded call recording, Caxton has gained valuable insights to fine-tune training, continually enhancing service quality.

Improving Customer Service

Using the data available enabled Caxton to make strategic decisions to improve its customer service. Resulting in call waiting times dropping by 8% and reducing call handling times by 21%. Helping Caxton to maintain their strong NPS of over 70 during their busiest period.



AS A COMPANY, WE ARE DEEPLY COMMITTED TO DELIVERING AN EXCEPTIONAL CUSTOMER EXPERIENCE WE WANTED A FORWARD-THINKING CONTACT CENTRE SOLUTION THAT COULD SCALE AND ADAPT AS FAST AS WE DO. FIVE9 AND BRITANNIC WORKED CLOSELY WITH US TO ENSURE THIS SOLUTION ALIGNS PERFECTLY WITH OUR DYNAMIC BUSINESS ENVIRONMENT.”

Working With Britannic

Britannic pride themselves on working with customers as a strategic consultative partner and not as a reseller that merely implements technology and leaves the customer to it. They worked intimately with Caxton to learn and discover their business, then to diagnose areas for improvements, playback their findings and suggestions, then to design and test the solution to ensure all issues are identified and do not disrupt business. Then finally to deploy the solution and support. It is the ongoing support, optimisation and monitoring that is critical to a project's success because it is never static and always evolving.

“Britannic has been exceptional—truly professional and dedicated, guiding us at every stage. They invested considerable time in understanding our business model and objectives, with both planning and execution delivered to a first-class standard. As a highly agile company, we act quickly when we need something, and Britannic matches our pace, designing and deploying the right solutions without delay. What sets Britannic apart from other partners is their drive for innovation. They're always one step ahead, exploring new technologies that transform how we communicate and work,” says Patel.

Futures

With fresh insights from contact centre data, Caxton is exploring new ways to make customer support faster and more convenient. By using this data to continuously enhance services, Caxton is committed to reaching for the stars in customer service, always striving to make support faster, smarter, and more personalised.

Mital Patel,
CIO,
Caxton

Talk to the solutions people.

We know a thing or two about solving business problems.

We know a thing or two about solving business problems. Since 1984, we've been matching business problems with the right technology solutions. Creating opportunities for growth, adding value and helping businesses disrupt their market.

BOOK A DEMO WITH A MEMBER OF OUR TEAM TODAY!