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florius

Case study

Florius | Europe | Financial services | Customer experience

How going digital puts *mortgage customers first*

At a glance

Which services?

- Professional services
- Customer experience (CX) consulting services
- Omnichannel application integration
- Managed services

Which technologies?

- Avaya Aura Contact Centre (Voice, chat, click to video)
- Avaya Breeze (Co-browsing, real-time-speech)
- Avaya Workforce Optimisation (Planning and quality management)
- Microsoft Dynamics (Email and tasks, routed via Avaya Aura contact centre)

Which partners?

- Avaya

‘The customer journey is very important to us and we believe every inbound contact moment with our customer is a moment of truth. Therefore we put our customer at the centre in each contact.’

Seif Alhamrany, Head of the Advisory Team at Florius

Why great customer experience begins with employees

Florius understands that providing the best customer service starts with equipping employees with the right tools. A customer knows when the agent helping them is happy, and this interaction can set the tone for the customer’s growing relationship with their financial services provider.

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How digital transformation sets the scene for improved customer experience

While implementing a digital transformation strategy was top-of-mind for Florius, the company was against using technology simply because it was new. Rather, the technology selected needed to match the business goals of an enhanced customer experience.

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What a digital, omnichannel process means for customers

The ability to be informed about your mortgage, then tap into an agent’s expertise when they get stuck, can be a game changer for customers. With Florius’s new omnichannel contact centre, agents can connect with customers and offer individualised assistance.

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‘We’re not done yet. We’re already talking about next steps and the kind of innovation we’ll see.’

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We collaborated with Florius to create a bespoke digital transformation roadmap. Their employees were involved from the start of the project, as they believe their employees can offer rich insights into the pain points customers experience, and that bringing users in early contributes heavily to a project’s success.

As they were already using an Avaya system, the solution would build on the familiar, while offering better tools from the newer platforms. We set out to deliver a solution that would offer an innovative, omnichannel customer experience. They needed the flexibility to support a broad range of preferences their largest customer base of home buyers had, and the ability to view the customer journey holistically. The roadmap held these goals as the central plan, adding the appropriate technology and implementation stages required to reach their goals. This offered greater personalisation, efficiency and control, in turn providing customers with a ground-breaking experience.

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The most significant steps in the process involved upgrading the Avaya contact centre Florius already had in place, and integrating it with their Microsoft Dynamics Customer Relationship Management system. A world of insights was discovered, while the familiarity of the Avaya system meant employees weren’t tasked with learning a new system from scratch.

Managing the collaborative project, we coordinated input and involvement from vendors and handled the relationship for them, so they could focus on what they do best.

Key to the project’s rapid turnaround time is the fluidity of Avaya Breeze, which supports their mission to innovate quickly with the use of pre-made ready-to-use snap-in applications. The process involved to create and integrate their own applications is also quick and easy, meaning they can offer a truly differentiated customer experience.

With forward-thinking employees on-board, the uptake of the newer technologies was seamless, helping agents delight customers, and keeping them ahead of the curve.

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Florius’s digital transformation project took a little over a year to implement and has seen some amazing changes in their customer experience.

When a customer calls in, they’re routed either to the agent they previously dealt with, or to an agent with similar knowledge. Along with real-time video chat and co-browsing functionality, this adds depth to the interaction, helping customers feel at ease. The agent is also provided with the customer’s information before the connection is made, giving them access to their full profile, which details exactly where the customer is in the process – the customer doesn’t need to explain anything.

The improvement in customer experience at Florius is clear when considering their Net Promoter Score. In an industry which typically rates a negative score, they are clearly a market leader with a score increasing to over 20 towards the end of 2017.

Technology accelerates digital business

While smart use of the omnichannel contact centre has made a world of difference to both Florius’s employees and customers, this is not the end of their journey. Among others they are starting to investigate artificial intelligence technologies, which could be integrated with existing platforms for an even better customer experience.