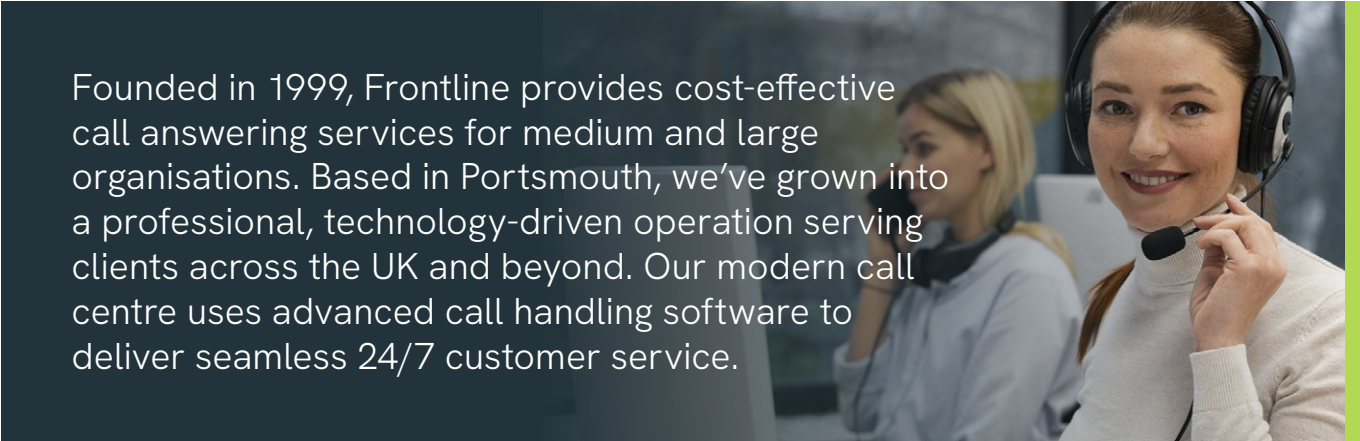


CASE STUDY

Frontline

Frontline provides a bespoke telephone answering service to thousands of clients with complex customer communication needs.



Founded in 1999, Frontline provides cost-effective call answering services for medium and large organisations. Based in Portsmouth, we've grown into a professional, technology-driven operation serving clients across the UK and beyond. Our modern call centre uses advanced call handling software to deliver seamless 24/7 customer service.

At a **glance**

The issue

The existing contact centre solution was reaching end-of-support, and the business needed to futureproof its service while managing costs.

The project

The legacy solution was replaced by a Genesys multichannel cloud contact centre solution to handle Frontline's 20,000+ monthly calls.

The outcome

The all-in-one platform has improved agent efficiency, support and collaboration and minimized the requirement for conflicting screen resources.

Their **Background**

As customer communication experts, Frontline offers call-handling services for clients with complex communication needs, along with critical response services for emergency hotlines.

The business is based on the south coast of England and handles around 20,000+ calls per month. Covering multiple industries, from property management to IT services and funeral homes, Frontline's teams of call handlers are highly trained to understand challenges across specific sectors and respond or escalate appropriately to deliver an outstanding tailored customer experience, every time.

Their phone lines are critical and are covered 24/7, 365 to provide a personalised human response when voicemail isn't an acceptable alternative.

The Challenge

The legacy contact centre solution was about to reach the end of its supported life, and Frontline wanted to update the existing environment. At the same time, the IT team were keen to futureproof the business by deploying the latest technology and move from an on-prem to a hosted solution to ensure the best recovery rates in case of equipment failure.

The potential costs of a migration issue were extremely high. As funeral care is one of the biggest industries supported by the call centre, a single lost call could result in a £10,000 revenue loss for a customer. The chosen solution needed to be reliable, resilient and offer outstanding business continuity, and the migration needed to be seamless, with zero disruption to Frontline's clients and their callers.

Why Maintel?

Frontline, a Maintel customer for over 10 years, valued their strong relationship with the account team. During a review, a competing supplier's clunky demo highlighted the appeal of Maintel's simple, user-friendly plug-and-play solution. Maintel's design team tailored features like script pop-ups for regular clients, ensuring efficiency and reinforcing Frontline's confidence in their trusted partnership across service, project, and commercial teams.

The Solution

Maintel deployed a Genesys all-in-one cloud contact centre solution to deliver the secure, reliable and resilient service that Frontline's customers expected. Along with voice and email capabilities, Frontline can offer webchat integration to customers, some of whom support over 200 websites.

Agent happiness was a critical consideration for Frontline, which is a family business with excellent staff retention. Call handlers are highly trained to answer difficult enquiries with care and sensitivity, and skilled at intelligent escalation. The company takes agent support very seriously and appreciated the intuitive Genesys desktop which effortlessly connected channels and data, without moving between multiple resources.

The solution also offers easy internal messaging, screen sharing and video conferencing, which agents use to support each other when dealing with difficult or emotional calls. Plus, a document repository allows files to be shared easily and is perfect for storing training materials.

What are the benefits?

Single solution

Agents have access to chat, email, videoconferencing, screen sharing and other collaborative features within a single, user-friendly solution.

Communication choices

Frontline's clients are now able to offer a consistent customer experience across multiple channels. The web chat facilities are now used by around 400 clients each week.

Predictable monthly costs

By moving to a hosted solution, the business avoided significant reinvestment costs, and has peace of mind that regular hardware updates are no longer required.

Commercial flexibility

Maintel was able to offer flexibility over payment terms, which allowed Frontline to spread the cost of the investment, freeing up cash flow.

Augmented agent experience

Call handlers can instantly access an internal knowledge base to relay information back to the end user, for outstanding user and customer experience.

Seamless onboarding

Maintel's team were on-site but not needed during the initial go-live period. The legacy configuration was carefully documented and transferred smoothly, with no disruption.



What this Genesys solution has done for us is open up possibilities for our business particularly with regards to AI capabilities. Working with Maintel we'll be looking at how best to capitalise on this for the future benefit of our business. They've offered realistic advice and caught every single detail. Maintel has been amazing, start to finish. We will definitely work with them again in the future.

Sean Bland, IT & Operations Manager, Frontline



Solid Solutions for a Dynamic World

Maintel is a communications managed services provider. We empower our clients across the public and private sector to deliver mission critical services and achieve their workplace, service and customer experience goals.

We consult on the design, deploy and manage network infrastructures, platforms and software, including our own, that keep ongoing operations running smoothly and dependably, protecting business as usual, at the same time being flexible enough to adapt.

When customer, employee, the general public and regulatory expectations are ever-changing, choose Maintel. We provide progressive, solid solutions that help you succeed in a demanding, dynamic world.

Our Services

We provide solutions that are not only robust but also adaptable and responsive to the ever-changing nature of the world around us.

Security & Connectivity

Securely connecting your people, partners and guests to your cloud platforms, applications and data.

[Click here to find out more ►](#)

Unified Comms & Collaborations

Making your people more effective, collaborative and efficient.

[Click here to find out more ►](#)

Customer Experience

Helping you acquire, delight and retain your customers.

[Click here to find out more ►](#)



Contact us

0344 871 1122
info@maintel.co.uk

maintel.co.uk