



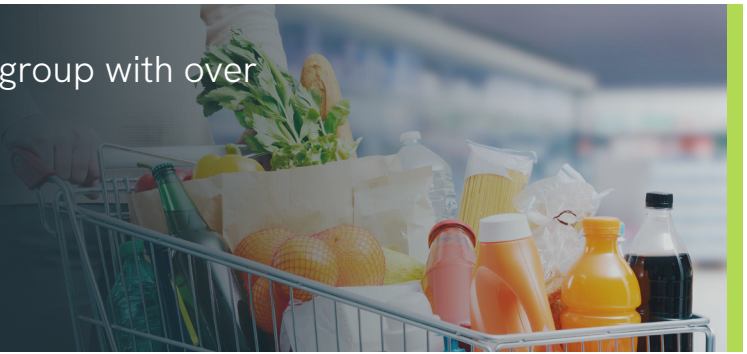
CASE STUDY

Transforming customer experience for a leading UK supermarket

Maintel delivered an exceptional project, building a very strong partnership with the customer teams.

A major UK-based supermarket group with over

1,400 multi-branded stores and a range of online services.



At a glance

The issue

This retailer's legacy on-premise contact centre was hampering business progress, with changes increasingly costly and slow to complete. Departments and brands within the group were using the technology differently and multiple contracts were in place making support increasingly difficult too.

Its busy in-house IT team did not have the capacity to manage all the work and needed to re-focus on the strategic direction as opposed to 'keeping the lights on'.

The project

Maintel delivered an exceptional project, building a very strong partnership with the customer teams. We delivered consultations with agile tech support and professional services, under a flexible contract, to help the retailer deliver the changes it wanted at the speed it required.

Maintel truly embedded within the organisation and worked seamlessly to achieve delivery milestones as dictated by existing contract end dates or other commercial factors. Since the initial implementation, Maintel has provided ongoing support to continually enhance the customer and adviser experience, with a focus on saving time & money.

The outcome

The Genesys Cloud solution is now used for all the retailer's frontline and internal customer services teams, with service ultimately provided to the chosen outsourced partner.

Maintel has been integral to achieving this and the team is recognised as an extension of the retailer's business, helping monitor whether the outsourcer is fulfilling its contractual obligations.

Maintel continues to innovate, leveraging the best Genesys Cloud has to offer, adding functionality consistently to optimise the retailer's supplier base. Regular engagements continue to drive the estate forward with the ultimate aim of increasing Customer Experience (CX) to an optimum level.

Their Background

In 2023, following a successful tender, Maintel helped a leading UK supermarket group move its frontline customer contact centre from an on-premise solution to Genesys Cloud.

The transition aimed to drive service efficiency through smarter call routing and targeted deflection. It was also designed to foster innovation and flexibility, supporting remote working and managing demand peaks more cost-effectively. At the same time, the solution enhances the customer experience with shorter interactions powered by agent-assist technology. Naturally, it also meets full PCI compliance and delivers granular security throughout.

Even before delivery was complete, the retailer's team was so impressed with what they were seeing, they began to extend the scope. The initial rollout to 620 concurrent agents almost immediately scaled to 900+, and the programme to bring all brands in the group onto the same core solution was accelerated.

- **900+ agents**
- **£200k saving on Identity Verification**
- **300% improvement on voice of the customer survey response rate**

The Challenge

The retailer then began to look at other ways it could use the Genesys Cloud solution to support internal and external customers and partners and evolve its customer-facing operation further.

However, it recognised that its internal engineering team was already working at capacity; it did not have in-depth existing knowledge of the Genesys portfolio, or the time to stay up to speed on new releases and feature enhancements that come with a CCaaS offering. It therefore agreed an innovative contract with Maintel for agile professional services – essentially a pre-allocated budget for such services, that the supermarket can use for whatever changes it needs to make or innovations it wishes to explore.

This proved invaluable from the outset but became even more important when the company made the strategic pivot to work with an outsourcer for (eventually) all aspects of its customer service operation.

Why Maintel?

During the initial transition to the CCaaS solution, Maintel had demonstrated its exceptional understanding of the Genesys Cloud portfolio. But as an expert in the retail sector, Maintel had also impressed the retailer's team by its ability to grasp the challenges and nuances of the group operations.

Maintel quickly showed an understanding of the supermarket's priorities around security and the customer experience. It approached the tasks with pragmatism, developing logical roadmaps, in collaboration with the customer's product development teams, to introduce new capabilities and service enhancements at a speed the retailer would be comfortable with.

The Solution

In under two years since the initial deployment, the Genesys Cloud solution Maintel originally deployed for the retailer has benefited from a series of enhancements, with a range of new capabilities brought onboard. Increasingly, these have focused on the strategic adoption of AI to streamline operations and drive performance, with benefits for the customer experience too.

Early changes included migrating a number of small contact centres that had been in operation for specific functions into Genesys Cloud, removing outdated or unsupported technology and optimising overall support. This immediately created time and cost efficiencies.

Maintel also introduced a security key rotation solution via the in-house development team, to help the retailer protect encrypted data. After assessing the enhancements available with a surveying module, Maintel recommended that the retailer should adopt that to strengthen its voice of the customer programme. This was added and has made a considerable difference to the depth and quality of customer feedback. Similarly, Maintel has helped the retailer introduce trial Genesys Agent Copilot, to provide agents with helpful customer information on screen during calls.

Internally, Maintel has helped the supermarket revamp its quality assessment, using capabilities within Genesys Cloud to track 60 days of data rather than 30 and monitor vital indicators around agent empathy and customer sentiment. Progress is being made towards tracking 100% of calls.

The solution has delivered excellent stability and performance, with key customer service metrics either maintained or improved - even during the supermarket's strategic transition to a BPO partnership. The Maintel team supported the transition, making necessary configuration changes to ensure that agents working from different locations were equipped and supported, while maintaining robust security controls. Post transition, Maintel and the retailer have worked closely to analyse performance data to ensure the outsourcer is performing optimally, that the cost base is carefully monitored and that CX remains paramount.

What are the **benefits**?

With Maintel's guidance, the retailer quickly secured many of the benefits it sought from moving to CCaaS. The customer service operation became more efficient and flexible, and there are clear indicators of improvement. Thanks to smarter routing, issues can now be resolved faster, with many customer queries addressed through self-service or automated responses.

The in-call experience has been vastly enhanced by the adoption of a smart solution for identity verification (IDV) devised by Maintel to replace a third-party system. Maintel's tool informs agents on-screen if the caller has already completed the IDV, so the agent does not need to repeat the process. This saves time on thousands of calls, delivering an efficiency saving of over £200,000 a year, as well as providing a better customer experience, by removing the frustration of having to go through the IDV process a second time.

Maintel is also using AI to provide even more valuable contextual data on screen, configuring Genesys Agent Copilot to search CRM systems for relevant insights during an interaction. For example, if a customer mentions a delivery query, the agent can receive details of any outstanding deliveries and previous communications about them. Again, this accelerates the call – agents don't have to search the systems themselves – and provides a better experience for the customer.

Having learned that response rates to feedback requests were around 4-5%, Maintel proposed the introduction of enhanced surveys, with added gamification to incentivise agents to promote it. Since the solution went live, response rates have increased to almost 20% - equivalent to 1 in 5 callers completing the survey, compared to 1 in 25 previously. This gives the retailer far more data to inform its voice of the customer programme.

Maintel is also providing a range of additional support beyond the core professional services aspects of designing and implementing changes. Knowledge transfer to the retailer's team means they can now make some of the more straightforward alterations to the Genesys suite without needing to use any of the allotted Maintel time, which can be saved for more complex changes. Quarterly review meetings offer an opportunity for Maintel to advise the retailer of opportunities for further improvement, such as, enabling capabilities built into the latest Genesys releases.



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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.

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