

Case Study

Findel adopts IPI's ElasticCX CCaaS solution to get top marks for its customer service



CUSTOMER'S OPPORTUNITY

With its existing contact centre solution nearing end of life, Findel saw it as the ideal opportunity to adopt a new feature-rich, cloud-based solution that would improve its customer service and offer greater flexibility. For Findel, speed was of the essence; it had just over four months to select, deploy, test and rollout its new contact centre infrastructure if it was to avoid buying new licenses for its legacy system, which would lock it into long-term costs.

IPI was the natural choice to steer the project. The two companies had been partnering since 2019, which meant IPI's experts already had a deep understanding of Findel's business objectives and processes. In particular, [IPI had helped Findel pivot its operations during the COVID lockdowns](#), enabling its agents to work from home and ensuring there was no disruption to Findel's business or its customers.

For this latest engagement, Findel consulted with IPI's team of experts to discuss which cloud-based solution was best suited to its needs. After careful consideration, Findel selected the ElasticCX CCaaS solution, based on its enterprise-grade features, extensive API-led integration capabilities, and user-friendly interface.



ABOUT FINDEL

Findel is a leading global educational resources supplier and has been catering to nurseries, schools and other educational establishments since as far back as 1817.


Today, the company's brands and websites – which include Hope, GLS, Philip Harris, Davies Sports, EuHu and Shoshin – offer more than 32,000 products to educators and parents based in the UK and 130 other countries. All its customers are supported by a UK-based team of just under 70 agents.

In early 2024, Findel was acquired by Paris-headquartered leader in European B2B ecommerce Manutan.

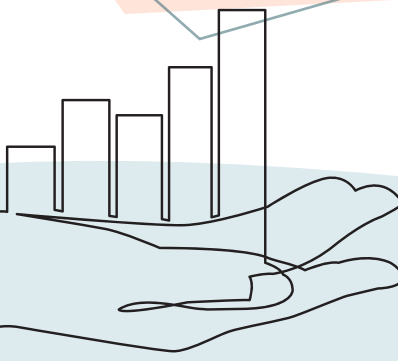
CUSTOMER'S OPPORTUNITY

Developed by IPI, this innovative platform would also help Findel increase automation within its contact centre, offering a variety of self-service options, chatbot and voice bot functionalities, advanced reporting, and seamless integrations with Workforce Engagement Management (WEM), HR, CRM and BI systems.

With all of these options, Findel was confident it would be able to tailor ElasticCX CCaaS to its specific requirements and ultimately enhance the experience of its customers.



Findel has already achieved an annual cost saving of £50,000 compared to its previous solution



HOW IPI ENABLED IT

To facilitate the successful rollout of ElasticCX CCaaS, Findel and IPI began with an initiation phase, which took place in early February 2023. This stage involved mobilising the delivery team, establishing project governance and aligning on communication frequency, types, and reporting expectations. This collaborative approach, where both parties were actively involved, laid the groundwork for effective project delivery.

During the subsequent discovery and planning phases, IPI closely collaborated with Findel's team to comprehend detailed requirements and document the solution's design and project plan. It was particularly important to ensure the new platform would seamlessly integrate with Findel's existing telephony solution and with previously deployed solutions, including Pausable, IPI's Pause and Resume solution. Discussions about migration logistics were also pivotal if Findel was going to meet its strict deadline and minimise disruption.

Following the planning phase, IPI worked alongside Findel to build, test, and commence user acceptance testing (UAT), while it also delivered comprehensive training to Findel's own trainers. With only two months to get everything set up, it was vital that Findel was empowered to train its own teams within the quickest possible timeframe.

As a next step – and supported by the initial development team – on-site teams managed the migration and executed a thorough test plan. Some minor reliability challenges with reporting and workforce management features were swiftly addressed, ensuring the full rollout of ElasticCX CCaaS by the target date of the end of March 2023.

IPI and Findel continue to work together through weekly calls and stakeholder summary reports that cover progress, actions, and risks throughout the project. This facilitates effective decision-making and continued alignment.

FINDEL ARE HAPPY BECAUSE:

Findel uses bespoke 'ShowMe' wallboards to track business performance and CX metrics. These clearly illustrate the many benefits of ElasticCX CCaaS in terms of cost, customer satisfaction and operational efficiency.

For example, Findel has already achieved an **annual cost savings of £44,000** compared to its previous solution. ElasticCX CCaaS has also streamlined Findel's daily reporting processes. Previously relying on Microsoft Excel to produce reports, Findel can now leverage the platform's 'Build Your Own Database' feature to automatically generate reports that are fully accessible in PowerBI. This process saves Findel a further **£5,000 annually** and enables agents to dedicate more time to higher-value tasks such as analysing customer insights.

Additionally, with inbound voice calls and emails now consolidated onto one platform, Findel's agents are better equipped to address customer enquiries and orders.

Moreover, as a testament to the ease of implementation, Findel and its brands successfully maintained industry-leading customer NPS scores of >80 as well as 'Excellent' Trustpilot ratings both during and after the migration period.

As a further endorsement, in October 2023, just seven months after the implementation, Findel's customer service offering was recognised by the UK Customer Experience Awards in the 'Customers at the heart of everything' category.

Looking to the future, Findel is keen to investigate additional innovative features that could further enhance the service it provides to its customers, including how customer feedback can be collected and analysed to improve service delivery and processes. Findel is also keen to work with other IPI clients to share best practices and ensure the continuous improvement of the ElasticCX CCaaS platform.

IN OUR CUSTOMER'S WORDS

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IPI's deep understanding of our business objectives, together with its feature-rich ElasticCX CCaaS solution, had an immediate impact on the experience of our customers and agents alike, contributing to our industry-leading NPS and Trustpilot scores.

As an educational resource supplier, our customers in the main are schools and nurseries, which are often over-stretched and under-resourced. It is important that they have flexibility over how they interact with our Customer Support teams, and that we respond to all enquiries quickly and efficiently, helping us create even stronger relationships.

- Zoe Reuter, Customer Experience & Strategy Director at Findel

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