



# Cloud Solution Improves the Customer Experience



Ian Williams is one of the largest privately-owned property services companies in the UK, specialising in the social housing, education, and commercial sectors. The organisation delivers innovative planned and responsive repairs nationally and works in over 400,000 homes a year.

The mission of Ian Williams is to be “a company loved by its employees and customers.” The secret to the company’s success lies in its people, which is why it is dedicated to providing a great place to work, opportunities for career development, and support for employees to fulfil their full potential. Their efforts have been recognised with Investors in People Gold accreditation. Ian Williams takes this people-centric approach into building outstanding customer service through investment – leveraging training, technology, and process re-engineering to complement its existing services.

The contact centre, iwHub, is the “shop window” of Ian Williams and plays a pivotal role in the daily provision of services to its customers. The iwHub team interacts with customers and client managers throughout the repair process – from initial phone calls for new jobs to setting appointments and addressing general inquiries.

## Investing for Tomorrow – Today

While Ian Williams acknowledges past success, it knows that it’s today’s investments that really matter. The company had already made some improvements to iwHub, such as moving to a centralised model and a location with further room for growth, but it was still burdened with a legacy system that no longer met the needs of the business. “From an operational standpoint, we have been struggling for a number of years with

a solution that was fit for purpose when it was put in, but moving on to the growth and diversification of our business, it really no longer was fit for purpose,” as IT Manager Mike Dunstan explained.

Ian Williams wanted to move to a cloud contact centre solution that could integrate with its job management system and help the company better manage its customer service. Due to its core market of social housing and the resulting close collaboration with the government, it was crucial that the solution met stringent privacy and security restrictions while still allowing for ease of use and flexibility – with the key driver always being customer and employee experience.

To improve the service desk employee experience, Ian Williams was looking for more scope for blended working practices and to make working from home easy. It was also important to facilitate training, boost productivity, and enhance the customer experience. “Happy people means that we’re productive, which means happy clients,” said Dunstan.

Ensuring reliability and the ability to recover from disaster was also exceptionally important for the IT team. No matter what, Ian Williams’ customers and operatives should not be left in the dark. But as Mike Dunstan explained, “We have a very small internal IT team. We don’t have the resources to support and manage our environments. A cloud-first approach is obviously very attractive for us because we’re essentially taking software as a service rather than having to worry about maintaining servers or applying application updates and patches.” Ian Williams needed a solution from a cloud contact centre provider with a great track record, and ensure it would meet the company’s uptime and disaster recovery expectations.



## Ian Williams Case Study

### Company Profile

Founded in 1946, Ian Williams is one of the UK’s largest privately-owned property services companies. As a leader and pioneer in its field, the company is at the forefront of delivering innovative planned and responsive services to the built environment. Ian Williams is dedicated to carrying out work with honesty, commitment, and integrity.

### Industry

Real Estate

### Website

[www.ianwilliams.co.uk](http://www.ianwilliams.co.uk)  
[www.wavenetuk.com](http://www.wavenetuk.com)

### Challenges

- Aging on premises system no longer met the needs of the business
- Lack of analysis tools to boost efficiency
- A need to meet privacy restrictions
- Resistance to disaster

### Solutions

- Inbound
- IVR
- Digital Engagement – Email

### Benefits

- Flexibility to scale
- Integrates with multiple systems
- Powerful, easy reporting
- Customisable solution to fit their needs
- Robust IVR

“Five9 is very closely aligned with what we are doing to streamline and make our processes more efficient and provide a better quality of service internally to our staff, which should lead to happier people and happier clients.”

Mike Dunstan, IT Manager, Ian Williams

### The Benefit of a Personal Connection

With such a diverse range of challenges and requirements, Ian Williams initially struggled to find a solution that would fit its needs out of the box. The company turned to trusted local partner Wavenet to develop a tailored solution. “I think that first and foremost is the technical solution you’re looking for, but absolutely critical to any of these solutions is the relationship in the background,” said Dunstan. “Without that strong partnership approach and that relationship in place, you’re probably heading for a world of pain later. So, I was happy that it was a good relationship and a good solution, which is the magic combination.”

Five9’s cloud contact centre technology provided an open API that would enable integration with Ian Williams’ job management system as well as capabilities for SMS, web chat, and email management.

### Moving to the Cloud

With better call routing, reporting capabilities, and real-time displays, Five9 has enabled contact centre supervisors and service desk managers to manage their teams more effectively and streamline their processes. Ian Williams has also been able to win more contracts with better capabilities to engage with customers. The contact centre provides clients with a smoother experience and has improved customer satisfaction.

When the COVID-19 pandemic took hold in the UK, Ian Williams was impacted particularly hard. Much of the company’s work requires operatives to be in people’s homes. Keeping clients and Ian Williams operatives informed during this challenging time was imperative, and with Five9’s cloud-based solution, the contact centre was able to seamlessly stay in operation: “With the Five9 cloud contact centre solution in place, we were able to send all agents home with a laptop and continue working,” said Dunstan. “That in itself is a huge tick in the box, and one of the core aims strategically was that flexibility in the product which was obviously proven far beyond anything I would have expected.”

With control measures in place, Ian Williams slowly started to ramp up its operations and was able to bring 100% of its employees back to work in the late summer months of 2020. Moving forward, the contact centre will continue to make use of a more blended approach. With the ability to work from anywhere, agents can be much more flexible which has resulted in increased productivity and employee satisfaction. Ian Williams is continuing to look for ways to improve and are now working with Five9 and Wavenet to introduce gamification to make the contact centre more engaging and empowering for agents.



#### About Wavenet

Formed in 2000, Wavenet is a respected, multi-award-winning provider of telecoms and technology solutions to thousands of businesses and enterprises across the UK. Wavenet has long-standing partnerships with some of the top technology providers on the planet. Wavenet is a Premier Certified Cisco Partner and Microsoft Partner, and holds Platinum Partner status with Mitel, Five9, and Silver Peak. The company provides data, voice, contact centre, IT, and technology services to over 8,000 SME and enterprise customers.

#### About Five9

Five9 is an industry-leading provider of cloud contact centre solutions, bringing the power of cloud innovation to more than 2,000 customers worldwide and facilitating more than six billion call minutes annually. The Five9 Intelligent Cloud Contact Centre provides digital engagement, analytics, workflow automation, workforce optimization, and practical AI to create more human customer experiences, to engage and empower agents, and deliver tangible business results. Designed to be reliable, secure, compliant, and scalable, the Five9 platform helps contact centers increase productivity, be agile, boost revenue, and create customer trust and loyalty.

For more information visit <http://www.five9.com/uk/en> or call 44-330-808-5300.

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