



Feefo simplifies customer communications with Mitel

Feefo helps their customers make more intelligent buying decisions, with authentic reviews matched to transactions. Businesses benefit from trustworthy customer insights, along with tools to increase traffic, footfall and sales. Feefo needed an IT solution that offered a simpler way for employees, partners and customers to engage and communicate, whether office-based or remote working.



AT A GLANCE:

SITUATION:

- Legacy phone system had limited features and functionality
- No integration opportunities
- Poor call quality and accessibility, affecting customer service

SOLUTION:

- MiCloud Connect
- Full UC collaboration toolset including audio and web conferencing, mobility and hot desking
- Call recording and auto attendant
- CRM integration with Microsoft Dynamics
- Mobility

RESULTS:

- 50% cost savings over legacy provider
- More features and greater functionality
- Enhanced communications resulting in more productivity and improved customer service



Company

More than 4,000 industry leaders rely on the power of the Feefo platform to connect with their customers, drive business forward and gain real, actionable insights. Feefo provide more than just a platform to collect reviews: they help you connect with more customers and create a business that people trust.

Challenges faced

Feefo's legacy phone system did not have the capability to grow with the business in terms of additional features and continued product development. It also lacked the necessary functionality to integrate with other software solutions that Feefo had been using.

The customer experience was being affected due to low call quality and accessibility of departments. The necessary call integration resources for customer support were also limited, meaning that issues were not being resolved in a timely manner.

Comprehensive solution

Feefo required a solution that offered a simpler way for employees, partners and customers to engage and communicate, whether they were remote or office-based. They also needed call recording and reporting tools to analyse how calls were handled and to improve customer service.

Feefo partnered with Vohkus, a leading IT solutions and cloud services provider. Vohkus took a consultative approach, to really understand Feefo's processes and ongoing requirements, and how they could meet the expectations of their customers.

MiCloud Connect was chosen as an end-to-end cloud phone and unified communications solution that could handle everything for Feefo - from phones and applications to network operations, maintaining excellent call quality and guaranteeing a solid performance for all users. Feefo were particularly satisfied with the resilience and ease of use of the Mitel solution.

"The relationship with Mitel from start to launch date has been very positive and staff have been on hand 24/7 to ensure we had a smooth transition and seamless integration from one system to another. It's an ongoing working relationship: as our company grows and changes, we collaborate with Mitel on updates and new developments, providing valuable future proofing for the business."

Andrew Mabbutt, CEO, Feefo

The solution was deployed for 120 users over three sites: Petersfield, London and Boston, with 90% of users based in Petersfield. Feefo also implemented a full unified communications collaboration toolset, including audio and web conferencing for easier communication and mobility options for remote users.

CRM integration, call recording and auto attendant functionality were also deployed, ensuring a more streamlined process for clients and therefore enhancing the customer experience.

Requirements met

"Following a thorough, consultative discovery process for customer outcomes, including workshops and demos at their Petersfield office, MiCloud Connect aligned very well with Feefo's objectives. It was evident that the Mitel solution could really add value to both their own business and also that of their customers."

Nick Riggott, Head of UK Sales, Mitel

The new Mitel system has met the requirements of the business across all departments, with many additional user benefits, such as:

- A 50% reduction in the price over the previous phone provider with a multitude of additional features that are not currently available from the legacy provider.
- More user-friendly handsets: 103 ergonomic IP phones with full-featured call handling keys, five call handling modes for personalised routing and a pick-up facility.
- Greater functionality, such as click-to-dial for more efficient communication
- The virtual auto attendant makes it easy to customise inbound call routing based on individual caller and department needs. Advanced applications can even determine call flow based on live status of available resources.
- Improved call quality has enhanced the customer experience.
- Extensive call process functionality means that users have their own DDIs and extensions, they

can create hunt groups (including emergency hunt groups for business continuity) and forward calls where necessary

- CRM integration means improved efficiency and more accurate data input, with features such as onscreen pop-up information about the caller, click to call and the call time and date stamped in CRM under activities.
- In-call features such as call recording and live listening have been enabled by the sales team for training purposes and to ensure clarification of agreed terms.
- Mobility options have resulted in easier access to the phone system, whether users are in the office, out at meetings or hot desking.
- Accurate reporting enables Feefo to track the customer journey accurately to ensure best practice
- Effective and easy-to-use conferencing, resulting in more efficient communication with clients and stakeholders, via messaging, web sharing and video. Users can escalate a conversation from an IM, to a call, to an online meeting, to a web desktop share with or without video, with the single click of a button

Great Support

"The easy-to-use phone system, with its comprehensive functionality and usability, has meant that we now have better staff buy-in to the product. Staff engage more with the system and its features, enabling a more efficient way of working across our offices in the UK and US."

Andrew Mabbutt, CEO, Feefo



Learn More

Find out more about MiCloud Connect at mitel.com/micloud. Explore more stories like this at mitel.com/customer-success.