

Case Study

Brightside Insurance - UK



Back Ground

Many companies continue to use traditional wallboard technology to monitor contact centre agents, this technology is outdated and in many cases, has not be reviewed for many years.

The danger in continuing to use traditional wallboards that they do not have the ability to be designed to meet the human needs of modern contact centre employees nor be aligned with new findings in the area of employee satisfaction and engagement.

Customer Profile

Originally formed in 2001 as a specialist van insurer, the Brightside Group has grown rapidly through both organic growth and acquisition. Broadening and diversifying their portfolio across markets.

In 2016, Brightside was ranked #16 in Insurance Post's Top 50 Brokers table.

Objective

Brightside wanted to create an environment fit for the delivery of customer excellence, they understood that in order to better service their customers they must support their agents in any way possible.



SJS Solutions

Summary

In 2009 Brightside took delivery of a brand new ShoreTel contact centre solution, at the time Brightside were ShoreTels biggest customer in the UK. Unfortunately the solution could only support traditional wallboards, and Brightside had specified wallboards capable of displaying information on flat screen TVs not LED Reader Boards. ShoreTel contacted SJS and asked if the Optymyse product could be made to work with ShoreTel data and within a few weeks a new ShoreTel connector was developed and the customers' needs meet. Since then Brightside have shown great innovation and a wiliness to learn how to improve employee engagement using their Optymyse Wallboards.

Customer Feedback

“SJS give us more than just the software to create amazing wallboards, they also help us understand what NOT to put on our wallboards”

Jonathan Button, IT Support Analyst, Brightside Insurance, UK.

