Bringing cloud innovation to advertising

UK-based marketing and multimedia advertising company JPI Media had been successfully using the Genesys PureConnect Cloud application for several years.

Recognizing that a native cloud platform with a single interface and open APIs for tight integrations and PCI compliance would better serve them, they made the move to the Genesys Cloud CX platform. Since transitioning, JPI Media has enhanced business insight, compliance and campaign management for improved sales.

Improved process, efficiency and effectiveness

Better agility and disaster recovery

Faster onboarding of new recruits

Increased control and freedom for IT to innovate

Essential reading for advertisers

JPI Media offers essential reading through hundreds of newspapers, magazines and websites to help people in the UK make informed lifestyle decisions using trusted media. Multimedia campaigns remain a vital source of income in an era of declining circulation amid the rise of digital platforms. The business used to have teams around the country selling advertising space on the phone. Anticipating market shifts, JPI Media introduced contact centre functionality and, after a failed pilot with another provider, chose the Genesys PureConnect Cloud application to consolidate its operations into three media sales centres in Edinburgh, Sheffield and Leeds. Subsequently, when the company wanted to evolve its sales centres and take advantage of the public cloud, it moved to the Genesys Cloud CX platform.

"Our previous Genesys solution provided what we needed in terms of optimizing our outbound calls and campaigns," said Rebekah Avill, Head of Commercial Systems for JPI Media. "However, our long-term strategy was to move to a true public cloud platform with a single interface and open APIs for tight CRM integration and PCI compliance, which we couldn't accommodate with our old system."

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Rebekah Avill
Head of Commercial Systems
JPI Media

Due diligence protects investment

Scouting the market, JPI Media benchmarked the latest and greatest cloud contact centre technologies. Along with greater efficiency, flexibility and scalability, it wanted to offer customers more choice and add channels such as email, SMS and webchat. "We needed a simple intuitive architecture so the team could configure queues, roles and users without involving IT," added Avill. "After seeing and comparing Genesys Cloud CX, our conclusion was there was nothing to touch it. The implementation was fast and superbly project managed."

Installed and managed by proven specialist Kerv Experience (was Foehn), the solution is embedded in the company's CRM system, enabling 420 agents to handle all incoming inquiries with maximum efficiency. Credit card payments are easily and securely processed using Speik integrated technology. Calls are routed to the right experts with the best knowledge and skills. Data automatically pops on the agents' screens, so they're instantly aware of the customer's name and location, along with their purchasing and contact history. Also, because they don't have to constantly re-enter data, they can answer more calls and always see how they're performing against targets.

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Smart campaigns reach the right people

Outbound communications are better controlled and more effective. The preview dialling feature means agents can see the next contact on the list and tell the system to make or skip the call, at which point it's removed from the queue.

"Running successful campaigns isn't only about increasing dials and connections, it's vital to make sure you're targeting the right people," said David Brewster, System Specialist. "That's how you convert new leads to build a happy, loyal customer base. Genesys Cloud CX is very user friendly and excellent for compiling call lists and scripts."

The opportunity to leverage the Genesys Cloud CX platform and integrate outbound with SMS is particularly attractive. "Many customers are busy tradespeople, such as plumbers and builders who have their hands full and cannot always get to the phone," added Avill. "So, instead of placing a call it would be better to send a text to remind them their advert is due to expire, along with a quick link so they can renew when they get home from work."

Additional business and resilience advantages

Switching to the Genesys Cloud CX platform has provided other benefits. Disaster recovery is certain. And, the IT team is no longer swamped with requests and can quickly adapt to changing business requirements. For example, during a temporary closure, JPI Media simply diverted calls between its Edinburgh and Sheffield centres.

"Shortly after going live, we needed to add our customer service teams to Genesys Cloud CX and move them away from the PBX environment they'd used for many years," said Brewster. "We created, tested and executed the changes for 60 users and five new IVRs within a couple of weeks."

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> Head of Commercial Systems,
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Having greater autonomy and time back means the IT team can work more with other departments that need support. Onboarding lead times have been reduced. Training only lasts an hour or so now that user experience is more intuitive. Small changes, such as single sign-on, mean agents no longer need to remember multiple passwords.

"We're really pleased we made the move," concluded Avill. "We used to struggle to measure productivity and customer behaviour. And, although email was one of our most popular channels, we could only guess volumes and spot-check for quality. Now we've got much better reporting and transparency of agent performance, channel management and coaching requirements."

Final Word

> **It was a very seamless transition moving from our previous platform to Genesys Cloud. There was no disruption to the business. That was down to the experience and the skills of the Kerv team. It was clear that they were very experienced in implementing a pure cloud solution that would be tailored to the needs of our business."**
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> **Rebekah Avill**
> Head of Commercial Systems
> JPI Media

Get in touch with us

For general enquiries please contact
sales.experience@kerv.com

Kerv Group, Unit 1B, 1 Finsbury Avenue, London, EC2M 2PP

kerv