Pobl—On the Path to a Digital Future

Pobl is a not-for-profit organisation with almost half a century of creating affordable homes, co-ordinated from headquarters in Newport and Swansea. Pobl continues to embrace digitalisation and its role in improving and personalising care, as the management team at Pobl placed technology front and centre of their 10-year "Next Decade of Difference Making" strategy.

As an existing Onecom customer for mobile connectivity and devices, Pobl chose to build on the relationship and collaborate with Onecom to implement this strategy. Onecom and Pobl worked closely together to set out a road map for the future. Together, Onecom and Pobl are at the beginning of the journey to fully digitise the business, with the industry-leading Five9 contact centre platform at its core.

> "Five9 is helping us to understand how much resource we need to manage the calls and customer contacts that are coming in."
>
> **Darren Raz-Nick,** Pobl

The Challenge

Having grown through acquisition since its formation through merger in 2016, Pobl had teams working on a number of unconnected legacy telephone and customer contact systems. The main system was combined with telephone hunt groups and workarounds. They were unreliable and no longer meeting the needs of the business.

The system was unreliable, there was a risk of dropped calls, and it did not give Pobl useful data to help manage its customer service teams by appropriately allocating resources according to call volumes and flows. These problems came into sharp focus during the pandemic, as teams worked to answer customer queries and to direct support where it was needed while working remotely.

In the field, there were also challenges to overcome. There is a mix of technical skill levels across the organisation, and staff were often making paper notes during their shift which then needed to be entered into the system afterwards, with implications for time management, efficiency, and sustainability.

The task ahead was as much about business culture as it was about technology —giving Pobl's teams the tools and support they needed to embrace new ways of working for the benefit of service users.

"We are already starting to see the numbers coming through, helping us analyse how much time is spent on each call, what our call volumes are, and how well we are utilising our people for the benefit of our customers," says Raz-Nick.

The First Steps to Digitalisation

Rolling out Five9 as the contact centre solution for customer interactions is the first step on Pobl's journey to a fully digital future. The system was implemented in February 2022 for customer service teams, and the business is already seeing the benefits.

Darren Raz-Nick reports that there was an "immediate impact" on the morale of the customer service team and managers, who quickly saw the benefits of the system's functionality in their day-to-day working lives.

Pobl Case Study

Pobl manages more than 17,500 homes across Wales and provides care and support services to more than 9,000 individuals.

Industry
Non-profit

Challenges
- Disparate systems with lack of integrations
- Unreliable contact center solution
- Inability to meet the needs of the business

Benefits
- Versatile for integrating with multiple systems
- Reliable, high-quality calls regardless of location
- Scalable cloud contact center

Solutions
- MS Teams UC Adapter
- Digital Engagement—Chat
- Adapter for Microsoft Dynamics CRM

onecom

Crucially, the Five9 system reports valuable data that will help shape Pobl's customer service function in the future.

- Five9 integrates seamlessly with Microsoft Dynamics CRM, giving customer service teams detailed information about a customer, their call history, and their individual needs.

- Calls can now be recorded for training and quality purposes, and as a reference in case of complaints.

- The system also includes secure methods of taking payment, removing the need for paper-based forms which can be a source of friction and delay.

- Five9 will enable Pobl to replace several regional telephone numbers with one central point of contact, and integrate telephone, voice chats, and email communications for a seamless customer experience.

Crucially, the Five9 system reports valuable data that will help shape Pobl's customer service function in the future. This includes encouraging customers to use its web portal for payments and day-to-day interactions, while still having the option to speak to a team member.

"Five9 is really helping us to understand how people are working, using data to see how efficiently calls are handled, whether the customer went to the right place, and how much resource we need to manage the calls and customer contacts that are coming in," says Raz-Nick.

Discover more about Five9 UC integrations with top UC soultions.

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About Onecom

Onecom is the UK's largest independent business telecommunications provider, operating from 10 regional offices. Founded in 2000, they manage nearly 100,000 business customers, delivering communication services and unified solutions to contribute to the delivery of significant efficiencies, productivity gains, cost savings and enhanced control.

For more information, please visit https://www.onecom.co.uk

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About Five9

Five9 is an industry-leading provider of cloud contact centre solutions, bringing the power of cloud innovation to more than 2,500 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization, and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant, and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact centre to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit **www.five9.com/uk/en** or call **+44 330 808 5300.**