



## MORRISON WATER SERVICES

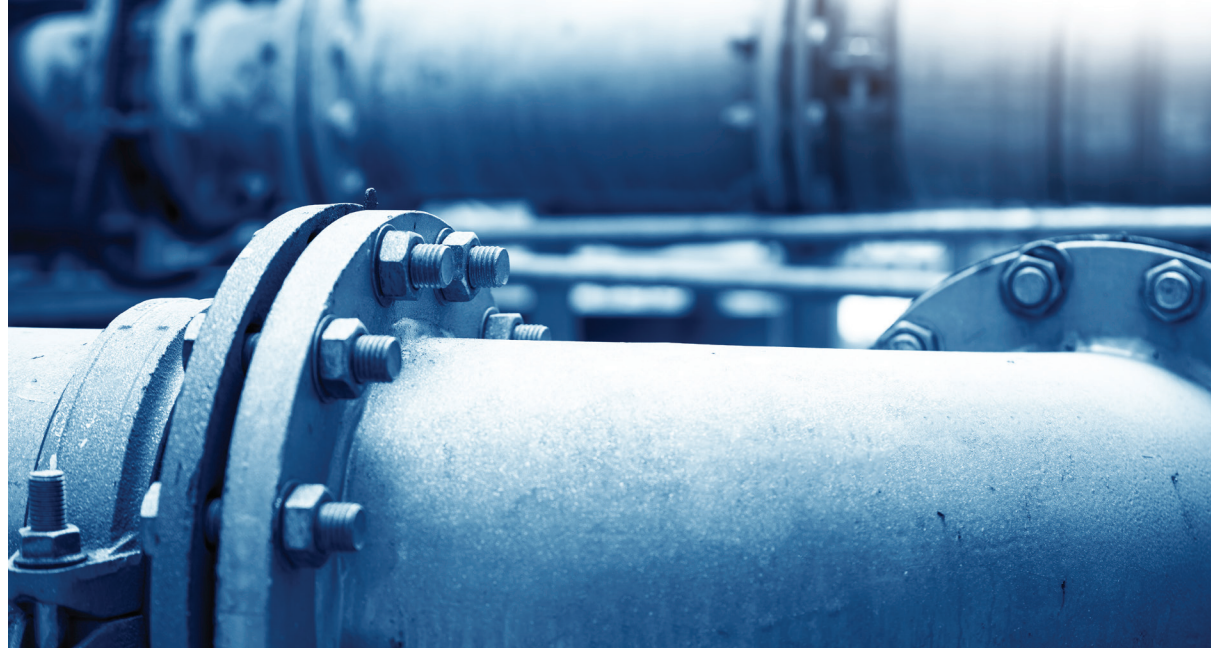
Morrison Water Services is the leading service provider in the water and wastewater infrastructure sectors in the U.K. The company works with clients to help them manage their infrastructure and networks. The business provides class-leading support and makes significant investments in customer service training, culture, and strategy.

Offers complete end-to-end control of the customer experience

Establishes a robust business continuity plan

Enables remote agents

[vonage.com](https://vonage.com)



# Feeling Pressure to Guarantee Business Continuity

While the organization's clients all had their own contact centers, Morrison Water Services didn't. And with a new, critical water-sector contract about to begin, that had to change. Additionally, the business believed it wasn't sufficiently incentivizing its agents to provide more than a basic level of customer service, which made the prospect of allowing remote work even more daunting, as it would limit agent access to the contact center's physical wallboard: a critical quality-assurance tool. Even beyond the wallboard issue, the company had no way to facilitate real-time communications for its off-site agents, nor the ability to make changes—without tech support—to its communications platform.

As a dedicated Salesforce shop, the organization needed a contact center solution that would integrate seamlessly with Morrison Water Services' CRM platform, give the service provider complete end-to-end control of the customer experience, and more.

*"In the last week alone, not only did some of my agents have issues with their networks, but our office had a power outage, too. But because we had the softphones through the Vonage Contact Center solution, the majority of my team remained highly productive through this challenge."*

- Gemma Layton  
Customer Experience Manager  
Morrison Water Services

To satisfy these demands, the company chose Vonage Contact Center with Salesforce integration.

## RESULTS

# Creating a Fluid Contact Center CX

Vonage Contact Center with Salesforce integration supports Morrison Water Services' mission to deliver a first-class customer experience by empowering its agents with an advanced contact center solution that features a host of customer-first benefits:

- **Salesforce integration:** "The depth of management intelligence Vonage offers our Salesforce platform has been invaluable during the COVID-19 lockdowns," said Gemma Layton, customer experience manager, Morrison Water Services. "We've heavily modified our Salesforce instance to pull regulatory data, too, so with Vonage, we can recognize callers, go straight to their records, and correlate that regulatory data instantly."
- **Motivate:** With Motivate, a gamification tool, Morrison Water Services incentivizes agents. "For example, to win our Engagement Guru badge," said Layton, "we judge an agent's calls for the

appropriateness of their length and whether the agent's hitting all the right marks, which encourages them to deliberately slow down and focus on adding value."

- **WebRTC:** "The option to use WebRTC is fantastic," said Layton. "It gives us a business continuity plan so our service levels stay up and our customers can always get in touch, no matter what."
- **Mobility:** "In the last week alone," said Layton, "not only did some of my agents have issues with their networks, but our office had a power outage, too. But because we had the softphones through the Vonage Contact Center solution, the majority of my team remained highly productive through this challenge."
- **Dashboards:** The Vonage solution provides dashboards that Morrison Water Services gives its remote agents read-only access to. "The Vonage dashboard helps them judge their workload and empowers team leaders to have open and fair performance conversations," said Layton.
- **Self-service:** "With the call architecture feature, it's super easy for me to just switch something around, add a voice message, change our hours, or add a new line in. So when a client asks, 'Can you do this?', I say, 'Yes, of course we can!' And then I fix it myself. It's been really great to have that dynamic available," said Layton.



Vonage, a global cloud communications leader, helps businesses accelerate their digital transformation. The Vonage Communications Platform is fully programmable and allows for the integration of video, voice, chat, messaging, and verification into existing products, workflows, and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or anywhere, providing enormous flexibility and ensuring business continuity.