How to set up a contact center from scratch – in less than 3 days

In just three days City of Helsinki set up their new help-line. Reaching out to the city's elderly population during the Covid-19 outbreak, the helpline had over 40,000 contacts after four weeks only.

Here are the keys to the swift set up of a successful cloud contact center.

Extraordinary times call for extraordinary measures. This is something the people at City of Helsinki know better than anyone. Within three days they had set up a helpline to reach out to the city's population of more than 80,000 elderly in the wake of the Covid-19 outbreak. After just four weeks, the helpline had over 40,000 contacts, offering help with all types of things, from grocery shopping, to getting prescription drugs, or simply having someone to talk to for those feeling lonely. The key to success: a dedicated workforce and the first-class cloud contact center platform from Genesys.

– Genesys is like the Mercedes Benz of contact centers, says Tiina Hörkkö, Director of Helsinki helpline, City of Helsinki.

The City of Helsinki partnered with local parishes and charities, including Evangelical Lutheran – whose regular duties vary from working in churches, to playing for the Helsinki philharmonics – alongside volunteers. The key in getting all the people involved working independently, despite lacking the experience, is a strong will and an easy to use technical solution, says Tiina Hörkkö.

Up and running after 3 days

On a Sunday night they started to discuss putting up the helpline. They contacted Genesys, who not only said yes, but offered them three months use for free. By the time Wednesday had rolled around it was up and running. Looking back, Tiina can´t believe it was possible, and is obviously grateful.

– The support and help have been priceless. Both the commitment and act of providing the service for free shows the high ethics of Genesys, she says.

The user-friendly customer service platform was crucial for City of Helsinki in ensuring that their service lived up to the high standards they held before Covid-19. Without the help of Genesys, "The high level of professionality would be missing in the first step," as Tiina puts it.

In the Nordic region right now, more and more companies are looking to move to a cloud-based contact center platform, like the one from Genesys. One of the great benefits of this is that it's easy and fast to set up.

– Compared to an on-premise solution, we can have the service up-running in no time, as the implementation is incomparably quicker, says Johan Lindefors, Vice President for the Nordic and Baltic countries at Genesys.

"Automation is the future"

We have a clear example of how fast the set up can be with the Helsinki helpline. But it's not only the fast implementation that makes companies and organizations interested in cloud-based contact center platforms. According to Johan Lindefors, the future demands automated and flexible solutions where you instantly can consume new development.

– Especially in a challenging time like these, when many organizations need to set up remote work forces very fast, we can see that the demand is huge, he says.

Not only is it faster, a cloud-based contact center platform is also more flexible and easier to scale up.

– If a client suddenly finds themselves in a situation where they go from 0 to 20,000 agents in one day, that's not a problem, says Johan Lindefors.

The knowledge of AI and automation in the Nordic region is extensive, therefore the demand for Genesys' solutions are extra high. What Genesys can offer is a smart platform that will both create great customer experiences for the company's customer but also make it easier and more efficient to work in for the agents.

– Our platform can deliver both great support for the company's customer and better tools for the agents to give more relevant answers to questions they get, says Johan Lindefors.

"A great way to differentiate"

For a company to stand out and really offer their customer a great service in the future,

"Our platform can deliver both great support for the company's customer and better tools for the agents to give more relevant answers to questions they get"

there is one area that is key, according to Johan. That is to implement as much automation as possible. With AI, you are able to have more information available when interacting with your customer, allowing a more efficient way to handle them no matter if you need to support an agent to give the right advice quickly, or when you are deciding to interact with them on the web to increase conversion rates.

– In our platform, we enable a very efficient way of interacting with customers both by using voice- and chatbots, which are seamlessly integrated with a live agent if you need to escalate, but also using AI to route calls based on desired outcomes. Another smart functionality is "agent assist" when the AI engine supports agents to be more efficient in answering a customer. So, the platform not only optimizes the cost aspect of customer service but also the revenue generating activities says Johan Lindefors.

For the City of Helsinki, the Genesys Cloud platform was essential in getting the helpline running in such a short time. But it's not only in a crisis situation that the platform comes in handy. One of the biggest problems that contact centers face is the peak of customer calls on Mondays, having often been closed over the weekend. This can be avoided with the Genesys Cloud platform.

– The platform allows the customer to get a status update continuously about their request, in order to be proactive and avoid unnecessary calls, by, for example, send out a text message with information. This will both enhance the customer journey and cut costs, as the peaks will not be as dramatic, says Johan Lindefors. Companies looking to secure the best possible customer journey can get a lot of use from the Genesys Cloud platform. For valuable tips on how to utilize AI in your contact center to build customer loyalty, click below.

Learn more about what AI can do for you ➔