

Customer Communications Centre Champions

A good customer service experience can change your perception of a business, transforming it from the target of frustration to a font of goodwill. VeriCall Ltd are experts in this area, making sure that every conversation is a delight and that customers feel valued and supported in any and all business transactions. This incredible achievement has seen them acknowledged as Recognised Leaders in Customer Centre Solutions, 2020 – UK in Corporate Vision's Corporate Excellence awards. We took a closer look to find out more.

One of the keys to engagement with a brand or business is being able to make customers feel remembered. Making the effort to ensure this is the case is what allows them to become advocates of a business. These advocates are the people who will pay more, stay longer and more importantly tell others about what is available.

VeriCall has assembled a top-quality group of 'Customer Champions'. No matter what business they are representing, their clients are secure in the knowledge that valued customers always receive the highest possible standard of service across a wide range of platforms. Serving businesses through voice, SMS, email, live chat and social media, no vital conversation is left unresolved and every customer is satisfied in the message that is communicated.

A major part of this ground-breaking approach is the desire to upgrade the contact centre so that it is fit for the next generation. As customers change the way in which they interact with the world, customer centric organisations have faced immense challenges in trying to find ways in which they can adapt to better serve these evolving needs. VeriCall has made its name in answering these challenges, with the technology that the company pioneers able to ensure that the same experience that people have become accustomed to on voice being transferred to new platforms.

The solution allows team members to take secure, PCI Compliant payments across social media channels, meaning that all business can be conducted on the customer's platform of choice. Staying consistent throughout the process alleviates a huge source of frustration on the customer's front and making the process simpler makes business simpler too.

The clients that have made use of VeriCall's services are varied, crossing a number of different sectors. Able to handle enquires on topics including directory enquiries, payTV, financial advisors, travel & tourism, catering, service desk, telecoms, medical insurance, housing repairs shows the incredible range that the team is able to handle. Most clients are approached through a mix of trade shows, industry contacts and inbound enquiries, with the number growing ever higher by the day.

Currently, the business is undergoing a major period of growth. It has managed to achieve an impressive level of success incredibly quickly, with the business only formed in October 2017. While originally headquartered in London, last year saw the company move to Fife in Scotland, with the help of a £1million RSA Grant from Scottish Enterprise. Creating a new centre that is fit for purpose has been one of the challenges that the business has faced recently, along with coordinating staffing levels to ensure that the same exceptional service that clients and customers have come to expect can be maintained. Looking forward, VeriCall are currently rolling out its new social media payments proposition, while working on a number of new initiatives to ensure that it remains at the forefront of CX delivery for the next decade.



Keeping customers at the heart of a business is key to success, and VeriCall play an essential role in ensuring that this remains the case. It's good to see that VeriCall has been able to establish itself in the industry as not only a vital service, but a tremendous success.



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