



# Empowering remote work and digital innovation

HELPLINE improves business continuity while elevating client satisfaction



**Customer:** HELPLINE  
**Industry:** IT Services  
**Location:** France  
**Contact center:** Around 2,000 agents

**Challenges:**

- Improve business continuity planning
- Accelerate digital strategy
- Rapidly enable remote working
- Handle unprecedented volume spikes

**Product:**

- Genesys Cloud CX

**Solutions:**

- Inbound
- Chat
- Email
- Self-Service
- Integrations
- Dialog Engine Bot Flows
- Callback

The European leader in user experience, HELPLINE wanted to improve its business continuity planning and identify opportunities for digital innovation. By quickly transitioning to the Genesys Cloud CX™ platform from the on-premises Genesys PureConnect™ solution, the IT company switched to home working in five days. Introducing Genesys voicebots and chatbots has since enabled HELPLINE to increase its client satisfaction in the face of a 30% volume increase. It now handles 50,000 requests daily with 100% of interactions initially processed by artificial intelligence (AI) – achieving FCR success of over 80%.

## The IT experts

With over 200 customers, HELPLINE is the European user experience leader. At the heart of this French business are nine contact centers and 2,000 skilled technicians who help customers fix IT issues on the spot – via phone, email or chat. More complex issues can involve desktop sharing or a site visit.

All of that was managed using the Genesys PureConnect solution, deployed on-premises and neatly integrated with the company's dashboard reporting tools, IT service management and Active Directory systems.

“We grew from 1,000 to 2,000 agents in four years and are proud to have a 97% client retention rate, one of the best in the industry,” said Lionel Florence, Director Users Digital Journeys at HELPLINE. “Genesys has been by our side throughout.”

**“We took care of the implementation ourselves and, within a couple of hours, our customer support technicians were familiar with the system.”**

**Lionel Florence**

Director Users Digital Journeys

HELPLINE



## Prepared for anything

Business continuity planning (BCP) is vital to a leading IT services company like HELPLINE, which provides critical support for major public organizations, financial institutions and retailers. Toward the end of 2019, the company put the Genesys Cloud CX platform to the test at one of its sites in Paris.

“As well as improving BCP, we were keen to see how Genesys could support the next stage of our digital strategy,” said Lionel. “For example, moving to Customer Experience as a Service – anticipating, automating and bringing fresh innovation like callbacks and AI-enabled bots. The trial confirmed we could do lots more for about the same level of spend.”

## An easy migration

A few months later, the trial moved to a full rollout when the COVID-19 pandemic put France into lockdown. “We signed up for Genesys Cloud CX on Friday and went live the following Tuesday with remote working,” said Lionel. “We took care of the implementation ourselves and, within a couple of hours, our customer support technicians were familiar with the system.”

In the first day of the lockdown, HELPLINE received three times more calls compared to its previous biggest-ever spike. Over the next two weeks, volumes rose by up to 30% before eventually easing. Despite these remarkable challenges, HELPLINE saw an increase in customer satisfaction ratings. And less complexity, servers, network components and backups resulted in cost savings.

**“We handle around 50,000 requests daily, answering calls in under 20 seconds with a first contact resolution rate of more than 80%. Through AI and automation, we are reducing our global cost of service for the customer. Ultimately, this makes us more attractive than our competitors.”**

**Lionel Florence**, Director Users Digital Journeys HELPLINE.

## Agile automation and AI innovation

Having transformed with BCP agility and resilience, HELPLINE focused on using Genesys Cloud CX as a digital accelerator. The first step was to automate its service delivery by adding smart voicebots and chatbots, built using the Genesys Dialog Engine Bot Flows authoring platform. Improvements in understanding and interpreting customer inputs quickly helped drive up usage and satisfaction scores.

“Now, 100% of interactions are initially handled by a bot,” added Lionel. “Rather than replace humans, they improve the flow of simple user actions, releasing our technicians for more complex inquiries. Similarly, using bots to help triage and route inquiries to the right technician eliminates complicated IVR menus, boosting customer experience.”

In the event of a major IT outage, HELPLINE can handle up to 80% of its calls through automation. This significantly reduces average handling and waiting times, while ensuring regular customer communications until the incident is resolved. Future plans include eliminating manual quality assurance and work scheduling tasks with the introduction of Genesys Workforce Engagement Management.

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To learn more about the solutions featured in this case study, visit [www.genesys.com](http://www.genesys.com)

### RESULTS

**97% client**  
retention rate

**80% reduction**  
in client onboarding time

**50,000 requests**  
handled daily

**100% of interactions**  
initially processed by bots

**Over 80%**  
first contact resolution rate

**Increased client satisfaction**  
despite 30% volume increase

### ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service™ so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud CX™, an all-in-one solution and the world's leading public contact center platform, designed for rapid innovation, scalability and flexibility.

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