



transversal
connecting people to knowledge

Case study



Sector:

Charity

Implementation:

Contact centre | Self-service

RNIB appoints Transversal to **enhance customer service** excellence for everyone affected by sight loss.

"We've seen numerous successes within the first year. On an accessibility and usability scale of 1-10, I rate Transversal 8. Blind and partially sighted people can access the information really well."

Head of Advice and Customer Service
RNIB

RNIB



Headquarters

Betjeman House
104 Hills Road
Cambridge
CB2 1LQ
UK

Tel: +44 1223 488 700

Fax: +44 1223 488 701

www.transversal.com

Overview


“RNIB’s helpline and website provides practical advice on everything”.

The Royal National Institute of Blind People (RNIB) supports everyone affected by sight loss. Whether someone is losing their sight, blind or partially sighted, RNIB’s helpline and website provides practical advice on everything including staying in work and using technology.

Transversal was appointed by RNIB to help deliver a new information, support and advice service by implementing a web self-service solution and internal contact centre solution, offering improved online access to information, support and advice services for customers and contact centre agents, and RNIB’s fundraising team.







The challenge






“We’re trying to create a world where technology is an enabler.”

RNIB recently started to recognize a shift in the way customers contacted them. To ensure customers received **accurate, timely and consistent answers no matter which channel they contacted them through**, RNIB set out to modernize the way it shared knowledge. It was clear that all channels needed to be optimized; especially the website, which needed to deliver to the same high standard as the helpline if it was going to **successfully minimize unnecessary calls and maintain and improve customer relationships**.

While accessibility was RNIB’s highest priority, as they sought a solution to meet the requirements of their customers they recognized other needs:

-  Promote and respond to marketing and media campaigns.
-  Capture and share customer insight.
-  Maximize SEO opportunities.
-  Ensure the scalability of the solution meets RNIB’s future development plans.

As an organization committed to providing vital services, RNIB was compelled to assess **the amount of requests coming into the agents managing the helpline and it was becoming unmanageable**. Although the majority of the information requested was available on its website, agents struggled to provide accurate responses due to:

-  An outdated system: knowledge was sometimes buried across disparate systems and silos of information.
-  Lack of knowledge sharing: vital information was held in the heads of individual agents and not easily shared across the team.
-  Slow data retrieval: agents would have to place customers on hold while they searched for answers, increasing the overall average handle time (AHT).

The solution

By working with Transversal to implement a contact centre solution in the form of a centralized knowledgebase, RNIB has been able to improve communication between its agents and expand its knowledge articles in a manageable and discoverable manner.

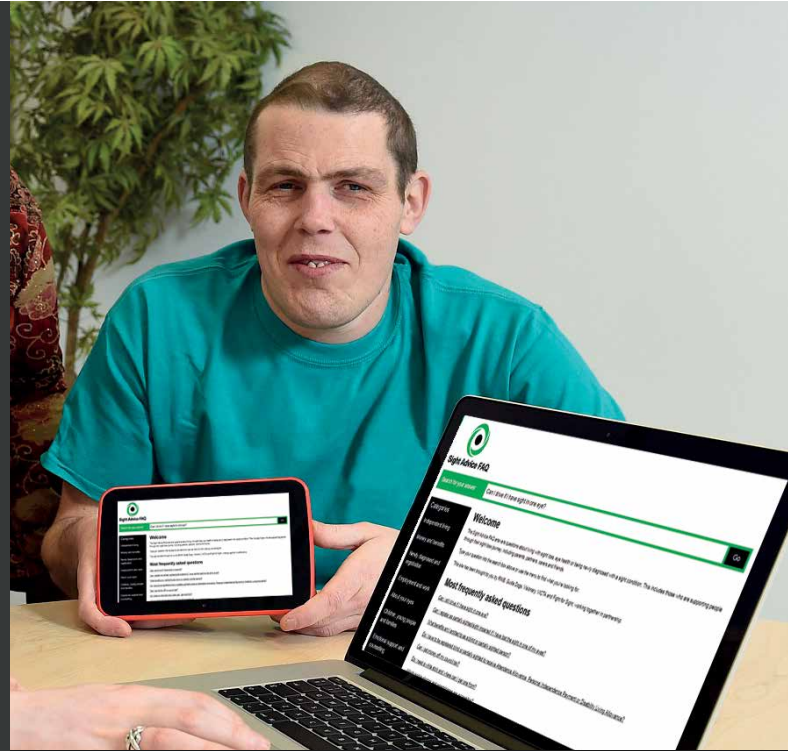
"My colleagues and I can find answers quickly and easily. We don't have to spend time asking other team members for answers, nor have to call customers back or transfer them to other departments. We all have more knowledge to help our customers."

Contact Centre Agent, RNIB

"The speed of the system has been essential to its successful rollout, not only from an agent perspective, but also from an administrative point of view. Minor changes to content remain small tasks - logging in and making an edit to content is momentary, and up-to-the minute guidance and information is available to agents straight away."

Customer Knowledge and Information Manager, RNIB

Transversal's cognitive knowledge solution also allows users of sightadvicefaq.org.uk to search for answers to their questions and related information quickly and easily, using conversational language which returns the right results to questions each and every time. By implementing the solution using self-service technology, RNIB provides a new, easy and fully accessible way for people to find out all the information that they might need, at a time that suits them.



"It was hugely important that Transversal's technology was compatible with the magnification and speech reading software regularly used by our customers."

Customer Knowledge and Information Manager, RNIB

Accessibility is paramount

Accessibility and ease of use are naturally top of the agenda for RNIB so there were some strict criteria that Transversal had to deliver on. For example, nothing should change on a website page unless a user triggered it, and every page should work predictably. RNIB also wanted to enable users to navigate the entire site without needing a mouse.

Transversal took a steer from the best practise RNIB uses on its website and blended it with the best practice of implementing a knowledgebase resulting in an optimized experience. Accessibility features on the solution for end users include:

- Avoidance of moving content to prevent disorientation, including sliding carousels.
- Hover states that clearly identify what happens next.
- Font sizes and colour variation.
- Structural design.
- High contrast.
- Big margins.

RNIB

Responsive design

Transversal has implemented the solution using our Device Smart™ principle, which uses responsive design principles to ensure that web pages are displayed appropriately, no matter which device they are being accessed on.








All of Transversal's solutions adhere to accessibility best practices as standard and these responsive design features mean the site is accessible on a mobile device, tablet or desktop computer. The solution is also screen-reader friendly and adheres to the Web Content Accessibility Guidelines (WCAG), Version 2.0, Level AA. Further work is being undertaken to provide the same level of accessibility to the administrative portal that supports management of the content.



The result

Customers, contact centre agents and fundraisers are able to find the knowledge they need from one central source at any time and from anywhere. The technology also allows staff the ability to instantly update content everywhere, deliver expert answers to complex problems with minimal effort and have full confidence that the information they're accessing is fully up-to-date.

Transversal's contact centre solution has successfully enabled RNIB to:

-  **Lower average handling times**
and virtually eliminate the instances of agents placing customers on hold.
-  **Optimize agent efficiencies**
and provide faster problem resolution capabilities for agents to easily find the right answers, first time.
-  **Capture and retain vital employee knowledge**
and prevent the loss of essential expertise when employees leave.
-  **Capture and share invaluable feedback**
from customers and agents to continually improve the quality of content.
-  **Reduce bounce rates.**
-  **Improve process consistency**
across the organization, both centrally and locally.
-  **Reduce calls and emails**
for commonly asked questions, delivering high quality and consistent information to customers.

"On an accessibility and usability scale of 1-10, I rate Transversal 8. Blind and partially sighted people can access the information really well."

Customer Knowledge and Information Manager, RNIB

RNIB





Headquarters

Betjeman House
104 Hills Road
Cambridge
CB2 1LQ
UK

Tel: +44 1223 488 700

Fax: +44 1223 488 701

www.transversal.com

Copyright © 2019 Transversal. All rights reserved.

Product specifications and features are subject to change without notice.

Publishers note: Information contained in this document is intended for guidelines purposes only.

Transversal product documentation supersedes information contained in this document.