



# Case Study

Driving insight & efficiency for Webhelp UK



Webhelp UK is part of the international Webhelp Group; a leading BPO provider and customer experience innovator across digital and traditional channels.

It is achieving rapid growth by focusing on value-based outsourcing, omni-channel engagement and experience analytics to create optimal customer journeys.

## The Challenge

To create a powerful agent desktop solution to support new business growth, flexible enough to operate across multiple client environments.






**9%**  
Increase in sales conversion

**3%**  
Increase in sales value

## The Solution

The Infinity Platform, a combined agent desktop and workflow engine, is now an integral part of any Webhelp new business bid that requires an agent technology component. It features in the company's showcase capability, where the 'art of the possible' in customer management is constantly refined and demonstrated.

-  Average AHT reduction of 20%
-  Supporting successful new business wins
-  Delivering 15% to 20% efficiency gains in operation

## About Infinity

Infinity's technology and services unlock your ability to win customers, retain them and maximize their satisfaction by empowering you to deliver exceptional customer experiences, across multiple channels, with ultimate efficiency. Infinity has more than 25 years' experience working with contact centers in several different industries. Our solutions are deployed to more than 20,000 users across 3 continents.