

FUTURE VOICE DELIVERS FULL AI-POWERED CONTACT CENTRE UPGRADE FOR BRAVISSIMO

The Customer

Bravissimo was founded in 1995 with a mission to inspire women to feel amazing and celebrate their figures by offering a wide choice of beautiful styles to uplift women in every way! 25 years later, Bravissimo employs over 700 employees, operating 26 shops across the UK and US, and a website that delivers to Bravissimo customers all over the world.



THE CHALLENGE

Mid 2023, Bravissimo sought a new, integrated communications platform to build on the success of its award-winning virtual bra fittings launched during the pandemic.

The solution needed to optimise a 50-seat contact centre, removing the challenges of frequent schedule changes, omnichannel customer expectations, and complex reporting, all while unifying it with Bravissimo's back office, retail locations, and HQ.

Most importantly, the solution needed to enable payments via chat and support video-based consultations. Native video integration was especially important as the previous Talk Alive solution operated entirely separate from Bravissimo's comms platform, limiting visibility, data reporting, and the ability to streamline customer interactions.

THE SOLUTION

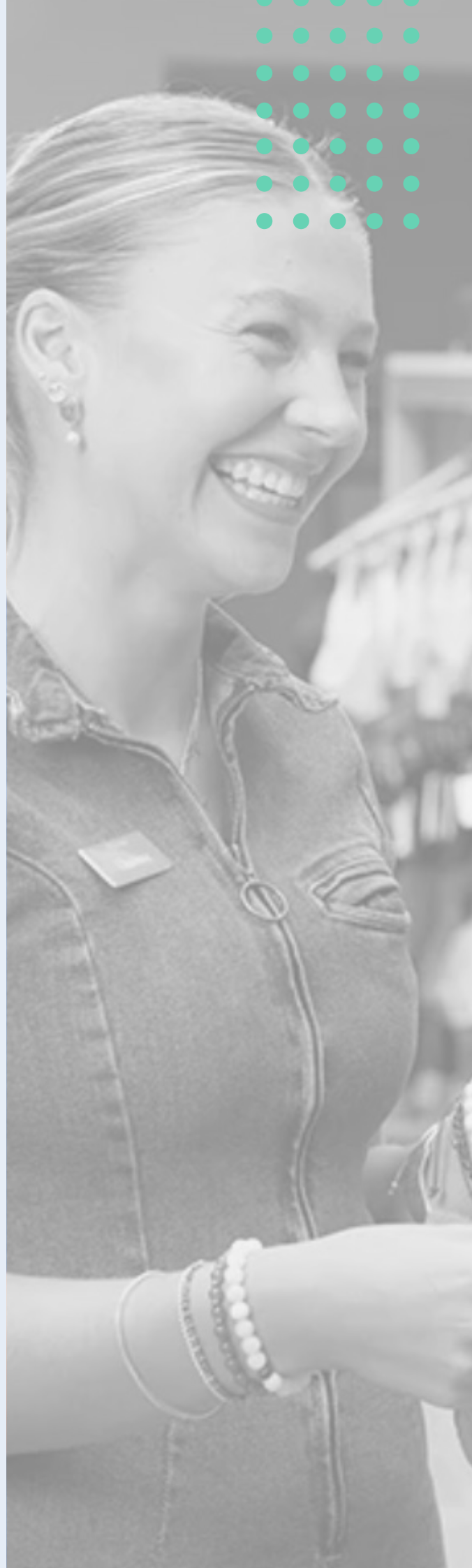
Future Voice understood the priority and began by exploring integration options for Talk Alive within RingCentral. When this proved unworkable, engineers proposed Surfly, a similar video platform that could be embedded directly into RingCentral for seamless use.

To ensure customer privacy during video calls, the 'escalate to video' plugin for DFO Element (part RingCentral's NICE suite) was used, alongside skills-based routing, to ensure only qualified agents, based in private, secure areas, could handle those interactions.

Next, considering the need for rich workforce management capabilities, Future Voice sourced and configured an AI-powered WFM tool that produced bespoke rota templates for individual employees, matching their personal working agreements with operational needs.

Looking to the Retail stores, each was supplied with wireless handsets, and the recommended Yealink W76P handsets would also mean Bravissimo's IT team would spend less time guiding individual sites through the configuration process, instead handsets could be delivered to each individual site and configured remotely for efficient deployment.

One major technical hurdle was Bravissimo's legacy server-based CRM. With a full cloud migration unattainable, Future Voice's engineers collaborated closely with Bravissimo's developers, even working out-of-hours, to ensure reliable integration, including the US-based stores.



THE RESULTS

Thanks to custom engineering from Future Voice, the user experience of Surfly closely mirrored Talk Alive while delivering rich data integration and reporting, ensuring Bravissimo can track agent performance, customer trends, and workflow efficiency from one platform.

The integration of payment gateway, Eckoh, has enabled Bravissimo to keep the entire purchase process within the online chat window for a more seamless experience. Now, agents receive in-call updates like 'customer has entered card number' to ensure compliance before handing the interaction back to the customer once complete.

The AI-powered WFM system now allows Bravissimo to quickly adapt to changing forecasts, streamline staff planning, and optimise scheduling, all while maintaining flexibility and fairness for employees.

Plus, calls to and from the US site are also much cheaper than before. Where retail sites had no way of contacting the contact centre, each can now call department heads within the HQ. This enables sites to check up on stock, query customer interactions, and more, ensuring the entire Bravissimo team can act as one.

In summary, Future Voice's RingCentral-based Contact Centre (NICE) solution has enabled to evolve Bravissimo's customer engagement and support more productive agents across its Contact Centre. It also enables rich reporting, compliant call recording, as well as a range of future customisation and efficiency pathways that Future Voice now regularly discusses with Bravissimo to ensure it continues to gain the most value from its new comms platform.

"Future Voice rolled out our new comms platform and video fitting service to bring all our customer interactions under a single pane of glass and enhance the customer experience and our visibility over performance. With Future Voice in our corner, the possibilities to improve our customer services even further have only just begun!

Focusing on the deployment, the service level we received from Future Voice has been great, remaining in constant touch with the team to ensure our goals were reached, and any issues were being dealt with at the highest level.

Future Voice also attended the site whenever it was required and continues to maintain contact after the go-live date with consistent engagement, making further recommendations to ensure our long-term goals are achieved, especially around how best to use the technology to extract the most value."

RIA MATTHEWS, CUSTOMER EXPERIENCE MANAGER, BRAVISSIMO

