

## CASE STUDY

## CRiS



## Contact centre revamp drives dramatic conversion rates and fuels expansion into new markets

### About the customer

CRiS (Central Reservation & Identification Scheme), based in Wiltshire, is a national register for UK-manufactured caravans and motorhomes. The team at CRiS maintain a database of caravan details and the registered keeper, aiding management of sales, insurance and enforcement, and negating fraud.

**Industry:** Motoring

**Vendor Technology:** Five9

**Solutions:** Contact centre

The Five9 logo consists of the word 'Five9' in a bold, black, sans-serif font, with a small trademark symbol (TM) to the right.

### The challenge

CRiS relied on legacy contact centre technology that limited features, raised operational costs, caused unreliable service, slow support, scalability issues and security concerns.

Unlike many organisations benefiting from government-backed funding schemes, CRiS faced the additional challenge of self-funding the upgrade, adding financial pressure, so any new solution had to deliver clear, immediate value and long-term scalability. CRiS needed a collaborative partner and dedicated account management to deliver a future-proof, low-disruption migration.



*“Partnering with Wavenet empowers us to be the best version of CRiS that we can be! The impact on operational efficiency, customer satisfaction, and our ability to respond flexibly to changing demands has been outstanding. What sets Wavenet apart is their proactive collaboration. From project inception through to deployment and ongoing support, their team has acted as a true extension of our own – offering deep technical expertise, responsive service, and a genuine commitment to success.”*

**Kelly Surtees**

Commercial & Operations Director at CRiS



## The solution

Following discovery and stakeholder engagement, we implemented Five9's cloud contact platform. Key capabilities delivered included: CRM integration, omnichannel support (voice, email, messaging), advanced routing and queuing, real-time analytics, improved call quality and reliability, enhanced security and disaster recovery, plus reliable technical support.

The rollout was customised to reflect CRiS' specific needs, constraints, and goals, and executed with minimal service disruption.

## The results

CRiS' contact centre is now experiencing:

- Advanced route calling ensured customers are quickly directed to the right agent, reducing wait times and improving first-contact resolution rates.
- Improved call quality and reliability.
- Omnichannel capabilities, giving customers the freedom to engage on their own terms, while agents benefit from a unified view of interactions across all channels.
- Data-driven operations, with real-time analytics, actionable insights, and comprehensive reporting, enabling performance monitoring and continuous improvement.
- Staff enhancement, with agents gaining visibility into performance, empowering them to self-adjust and improve productivity on the fly.
- Market growth, expanding into new sectors – agricultural and construction.
- Reduced operational strain and lower costs through automation and improved workflows.
- Highly positive staff feedback following our comprehensive training and intuitive interface.

- Stronger security, compliance, and business continuity via cloud-native resilience and disaster recovery, which have reinforced their customer trust.

The partnership has laid a foundation for exciting opportunities for further innovation, with plans to explore AI-powered voice assistants, 5G, biometric authentication, and augmented reality calling – capabilities made possible by the flexible, scalable nature of the current platform, which supports CRiS' needs today, and tomorrow's ambitions.



*“Our partnership with Wavenet has been nothing short of transformational, driving significant improvements across our communications and customer service infrastructure. Their consultative approach ensured the solutions implemented were not only fit for purpose but also scalable for future growth. Their ability to translate complex technical capabilities into real-world customer value has been instrumental in elevating our service delivery and have enabled us to modernise our contact centre operations, enhance call quality and reporting.”*

**Kelly Surtees**

Commercial & Operations Director at CRiS

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