

# Taking the world of banking by storm

Tesco Bank takes customer service to the next level with Vodafone Business **storm**®



**TESCO** Bank



**Tesco Bank is on a mission to go the extra mile and make things as easy as possible for its customers and employees. In 2020, this meant rapid transformation of its digital capabilities with Vodafone Business storm<sup>®</sup> – our powerful omnichannel cloud contact centre platform.**

In just a few weeks, a third of Tesco Bank's agents were delivering a personalised customer experience from home with zero urgent/critical P1 instances.

However, the real story is in our ongoing work together and the partnership we've developed since then.

Four years later, Tesco Bank's Transactional Net Promoter Score (tNPS) and Customer Satisfaction Score (CSAT) are now at an all-time high.



# Partnering for success



Vodafone Business **storm**<sup>®</sup> is delivered in partnership with Content Guru – a leading cloud communications provider. Content Guru is the only UK-based provider in the Gartner Magic Quadrant for Contact Center as a Service (CCaaS), and has recently been recognised with the Gartner Peer Insights Customers' Choice distinction for the EMEA region in the Gartner Voice of the Customer for CCaaS 2024 report.

Together, we help businesses realise the next level of customer service by enabling enhanced productivity, significantly better customer and agent experiences, and protection against evolving security and compliance risks.

Since the implementation of Vodafone Business **storm**<sup>®</sup> at Tesco Bank, we've continued to add to and enhance the platform to support frontline agents further – helping them meet and exceed rising customer service expectations.

For example, Tesco Bank has recently trialled some small changes with the potential to make a big difference. **Hold My Place** allows customers to leave the call without losing their place during busy periods, and **Route Me Back**, lets them access the Vulnerable Customer Team, in a timely manner, when required. We've also evolved Tesco Bank's omnichannel capabilities to help it deliver a seamless customer experience across channels.



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“There’s no doubt Vodafone Business **storm**® has helped Tesco Bank deliver the next level of customer service. We were looking for an agile vendor that could improve our Customer and Colleague experience whilst having the scope to make changes ourselves, rather than be beholden on others. We found that in Vodafone Business **storm**® with whom we have forged a successful working relationship from the initial launch through to the ongoing development of our platform.

A key enabler has been the strong collaboration through our partnership, through our monthly innovation sessions, we review trends in the marketplace and analyse new and upcoming capabilities, to explore what value they might have to our business.

This has helped to identify opportunities to improve the customer experience and as a result, our customers and colleagues are now happier than ever.”



Allan Barrett,  
Head of Operational Support,  
Tesco Bank

# Enhanced productivity and hybrid working

Vodafone Business **storm**® has revolutionised Tesco Bank, moving an office-based business with no homeworking capability to a hybrid operation where agents can choose where and how they work.

In total, over 2,000 of Tesco Bank's agents – comprising 1,740 named agents and around 500 supervisor licenses – have migrated to the single-stack cloud platform. This enables them to see and amend details in both banking and insurance systems concurrently. It also presents opportunities for up- or cross-selling, as well as reducing the manual effort associated with capturing, collating and reporting management information.

With Vodafone Business **storm**®, agents can now work and handle customer inquiries efficiently, regardless of their location, to enhance responsiveness and service quality. Since implementing Vodafone Business **storm**®, Tesco's average handling time (AHT) has reduced by an impressive 30 seconds. Our platform also facilitates seamless collaboration between agents to improve productivity further.



## 2,000+ agents

All of Tesco Bank's agents now work on the platform.

## A great place to work

The number of colleagues recommending Tesco is at an all-time high.

## 30 seconds

Tesco's average handling time (AHT) has reduced by 30 seconds.

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“At one of our innovation sessions, a Tesco Bank agent shared the big difference Vodafone Business **storm**® has had in changing his life. Enabling the perfect work-life blend, now he feels happier because he can work from home and serve customers just as well as he could in the office. This means he can get back to the gym on the days he isn't commuting, so it's win-win.”

Rob Williamson,  
Client Sales Manager,  
Major Enterprises, Vodafone



# A better experience for both customers and agents alike

Vodafone Business **storm**®'s integration with Tesco Bank's existing workflow environment ensures agents are well informed and prepared to help each customer before they even answer the call.

Intelligent routing services ensure customers reach the right agent and get help as soon as possible to reduce frustration. And the interactive voice response eliminates the need for customers to repeat their security information, which reduces average handle time.

Moving forward, Tesco Bank will be utilising more of Vodafone Business **storm**®'s omnichannel capabilities. Customers will be able to get in touch via chat, email, fax, social media, text message, voice, and web – switching between channels with ease to maintain continuity and coherence throughout their journey. This will allow the agent to view the whole conversation from a single app, so they can offer a more personalised experience.

What's more, because the Vodafone Business **storm**® platform is a highly reliable solution that delivers **99.999% availability** across all the services that Tesco Bank uses, when any issues do arise they can be dealt with rapidly. Our strong service model provides expert support and guidance in moments.



**-77secs**

Average speed of answer (ASA)



**tNPS and CSAT**

at an all-time high



**Zero**

P1 instances

# Robust protection against ever-evolving risks

Vodafone Business **storm**® gives Tesco Bank peace of mind when it comes to the stringent regulations that govern data privacy too, as well as the ever-present threat of cyberattacks.

The platform has achieved accreditations in data security, quality, environment, and accessibility, as well as with regional and industry-specific requirements – including PCI DSS Level 1 and Cyber Essentials Certified Plus.

To keep data in the UK, Vodafone Business **storm**® is also hosted in our geo-redundant UK data centres.





# What can we do for you?

Discover how Vodafone Business **storm**<sup>®</sup> can transform your business to take your customer service and agent productivity to the next level.

[Find out more](#)

All stats and data provided by Tesco Bank.

