

Case Study

CashFlows Europe Limited

Website

www.cashflows.com

Projects



Cloud Contact Centre



Cloud Telephony

About CashFlows

CashFlows are a UK-based payment provider. Created in 2010, they've been offering merchant account services to businesses across Europe ever since.

From the beginning, CashFlows made significant investments in infrastructure to deliver industry-leading payments services. Focusing on innovation, they developed much of their own technology, using cloud-based solutions where possible to ensure a cost-effective, fast, scalable, and secure platform.

As with many start-ups, they placed value in partnerships and their growth has been fuelled by a willingness to be adaptable. These philosophies helped them get onto the Fast Track 100 ladder in 2016. In more recent years, they are looking to expand their operations into Europe through organic growth and acquisitions.

The Challenge

While many aspects of the operation were highly innovative, the company felt there were improvements to be made in customer experience.

Furthermore, CashFlows had, since its inception, operated a traditional phone system which was due for replacement.

The business uses Salesforce.com, which is the single source of truth for all customer interactions and insight. It was critical therefore that any future solution integrate tightly with it. CashFlows had recently deployed MS Teams for conferencing, so they needed good integrations for this as well.

The development team were also looking at chatbots for the website and the best way to integrate Frequently Asked Questions (FAQs), automating responses to some of the most common requests.

Jason Hands, IT Manager and lead for the telephony and digital communications project elaborates:

"The project required input from many stakeholders. There was a risk of each team researching and selecting their own solution without considering the bigger picture. We needed a joined-up approach," he says.

"Having never purchased cloud telephony or contact centre as a service, we didn't profess to be experts. These are critical choices and commitments. We needed advice and validation about the market and the provider choices we needed to make," adds Hands.

"Having never purchased cloud telephony or contact centre as a service, we didn't profess to be experts. These are critical choices and commitments. We needed advice and validation about the market and the provider choices we needed to make."

Jason Hands

IT Manager, CashFlows

"In the past we've chosen solutions and realised too late that a key feature was missing. Tagoro were crucial in drawing out our needs and helping us focus on priorities. They know the market and qualified solutions with us. It meant we had everything covered and wasted little time."

Jason Hands
IT Manager, CashFlows

About Tagoro

Tagoro is an advisory service helping organisations select and adopt cloud services. The company covers telephony, contact centre, hosting, networks and security solutions, working with providers revolutionising the market in which they operate. Tagoro helps you to explore solutions that you might otherwise have not considered.

0203 744 9003

letushelp@tagoro.co.uk

www.tagoro.co.uk

The Approach

Against this backdrop it made sense to use a third party to help draw out the needs of each team and match them to trusted offerings in the market.

"We were looking for a partnership: a company that would help us to objectively assess our needs but also be with us every step of the way. Within half an hour of meeting Tagoro it became clear they fitted the bill," says Hands.

Vendor Selection

Following an information gathering phase, Tagoro went through an exercise of canvassing the market and selecting a shortlist of providers. While features and functions were clearly major considerations, thought was given to the type of company CashFlows are and the way they like to work.

An offsite workshop was organised by Tagoro, comprising a day of supplier presentations to the stakeholders in CashFlows' business. This gave CashFlows an opportunity to see how each provider might address their needs and what innovations might be possible with their services and solutions.

"The day was really good," says Hands. "Tagoro could have set up a session with four or five companies. Instead they did the hard yards up front and ensured we had a deep, focused session with an optimised shortlist of two."

After much deliberation and consultation within the business, CashFlows chose 8x8. They best suited the brief and, like CashFlows, owned all their own technology, so there was a good cultural fit as well.

Summary

"In the past we've chosen solutions and realised too late that a key feature was missing. Tagoro were crucial in drawing out our needs and helping us focus on priorities. They know the market and qualified solutions with us. It meant we had everything covered and wasted little time," says Hands.

Enforced home working under Coronavirus has brought a number of operational challenges, naturally. Hands says that HD cloud telephony and contact centre has proved invaluable; with 8x8 CashFlows also had options with conferencing, adding to the MS Teams solution already in use:

"Thanks to Tagoro we have a great communication solution in this challenging time, for users and customers alike."