



Case Study OFX

OFX is an international money exchange and payments service with call centres in Australia, USA, UK, Canada, New Zealand and Hong Kong.

OFX's headquarter is in Australia, where it was originally founded in 1998, and facilitates approximately 3380 currency transfers per day.

Its global call centre runs 24/7 in a 'follow the sun' model, enabling customers from all over the world to access support and make transfers around the clock.



International Currency Transfer Service 'OFX' Centralises Global Call Centre with CSG and 8x8

For Australian brand OFX, its call centre technology was taking up too much time to manage. If it intended to grow, it would need a new reliable system that would give them back some autonomy and allow them to deal with large call volumes more easily. Then along came Brexit...

The Challenge

OFX deals with customers of many profiles, from business customers looking to move millions of dollars, to one off personal customers looking to make a small transaction of a couple of thousand dollars.

The business has CBD based call centres with staff who are not only native speakers of the local language or languages, but also have cultural and emotional intelligence, enabling them to build a quick and easy rapport with customers. Call volumes average approximately 8000 calls per day and are handled by approximately 150 customer service agents globally.

Previously OFX were using an IPFX PABX at four global sites, and smaller phone systems at the other two sites. They were all connected with call flow structures that needed manually updating whenever there was an increase in call volumes, or a time change. For example, due to daylight savings OFX would previously have had to do a whole new set of configurations which would take more than 40 hours to complete, and they would have to do that three or four times every six months to allow for changes to all of its different time zones with daylight savings adjustments.

If they had a surge in call volumes they would have to manually divert traffic off to other call sites and get more staff in to cover the increased call volume. The additional staff and queues would then have to be skill matched to the calls coming in so that OFX could ensure good customer service – a very time consuming and costly exercise that required technical expertise.

Along with an old PBX system that needed upgrading, OFX decided that it was time to look for a better call centre management solution; one which would allow them to handle large call volumes autonomously, and which would be easy to manage and update from one central system.

The Solution

OFX chose CodeBlue to help them create, implement and manage a global contact centre using 8x8 – a market leading cloud communications software.

Over a period of seven weeks, CodeBlue deployed 8x8 with no interruptions to service. They imported customer records into 8x8's Virtual Contact Centre CRM,

and used this data to automatically prioritise and route incoming calls.

Together with OFX, CodeBlue and 8x8 were able to deliver a solution that combined all six call centre sites and 16 main call queues into one system. OFX's new global contact centre meant staff were able to log in to the system throughout the day, no matter where in the world, and be automatically skill matched and directed to the appropriate call. A capability that quickly realised its potential when England announced its exit from the European Union.

Following the 'Brexit', OFX's call volume increased by almost double. By having the new 8x8 contact centre solution in play, OFX were able to cope with the sudden influx of customer calls by simply readjusting their resources and calling in more staff. Previously this process would have required a lot of quick action, with technical support having to manually reorganise call queues and divert traffic to other call centres, whilst at the same time having to organise additional staff. Instead, OFX simply had to manage their people appropriately, and let the technology take care of the rest.



Looking to the Future

The journey for OFX so far has been all about making day-to-day customer service call operations easier – allowing them to get back to managing and improving their business, without having to deal with the technical aspects of running a global operation.

They no longer require a PABX vendor to come into their business and do updates to the phone systems – such as change of user names, adding wrap up codes, or placing emergency announcements. OFX's staff can easily do these general business operations themselves using 8x8's easy to manage, intuitive interface.

Looking to the future, OFX are currently working on introducing a call back system – something that is easily deployable from the one system, along with other features that will enhance their customer experience and further improve internal efficiencies.

“What this has allowed OFX to do is manage their staff and service rather than the technology. Since we initially implemented 8x8, the discussion has moved away from ‘how can we fix and manage our technology’ to ‘how can we continue to improve our business and our customer journey.’”

“They are continually looking at new ways to innovate their business and customer experience – and the 8x8 Contact Centre solution is an integral part of that.”

For almost 20 years we've been helping small-to-medium businesses across Australia and New Zealand access big business managed IT and technology solutions.

As IT and technology experts, we'll help you uncover ways to streamline your business workflows and provide services and support to help your business grow.

Speak to our friendly CodeBlue team today. Call us on 1300 562 886 or head to code-blue.com.au where you can learn more about our unique product and service offerings.

