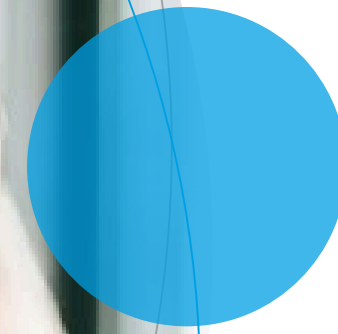
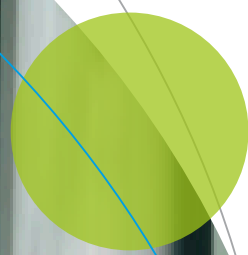




LiquidVoice
Smart business analytics



CASE STUDY:

HOW WE HELPED ARDONAGH
REDUCE COSTS, SIMPLIFY
OPERATIONS AND IMPLEMENT
A UNIFIED PLATFORM

THE
Ardonagh
GROUP

The Ardonagh Group

Founded in 2017, The Ardonagh Group is a highly acquisitive and leading global insurance and distribution platform, which includes Towergate as one of its founding brands, a longstanding Liquid Voice customer.

With c.10,000 dedicated professionals, located across 150 locations, Ardonagh live and breathe their clients' challenges and have an enviable range of products, services and solutions at their fingertips. Their passion and expertise have made them what they are today.

The Challenge

Liquid Voice originally supplied Towergate and other associated companies with over 20 systems for voice recording dating back to 2008.

These legacy telephony systems were then archived. Liquid Voice was engaged to centralise its own on-premises systems which were still used for call retrieval purposes.

Due to its M&A activity, Ardonagh regularly inherits voice recording and telephony technology, Liquid Voice had already been supplying a service to consolidate legacy system data into a single repository. This was an obvious choice.

The Advisory Platform of the Ardonagh Group has grown significantly from its base of Towergate Insurance Brokers from the direct result of many acquisitions. This has led to the need to consolidate and rationalise the capture and storage of both live and historic voice recordings for over 20 sites and across a variety of live and legacy platforms. The original strategy was to centralise those current serviceable sites onto a single telephony platform, with Liquid Voice consolidating any legacy call recordings onto Ardonagh's own Azure Cloud. Ardonagh needed to not only ingest and secure live

and legacy data, but also remove any toxic data, whilst remaining compliant with current legislation. As the communications platforms were consolidated within a single, wide reaching BT Cloud Work instance, it was clear that Liquid Voice were the first choice for supporting the ingest and retention of all datasets across channels and platforms. This has resulted in the recording, analysis and categorisation of data via Liquid Voice, ensuring all relevant information is captured and stored compliantly on a single, easily managed central database, while any toxic, non-compliant data is actively redacted and removed. Ardonagh can now confidently analyse and report on their data through Liquid Voice's Single Pane of Glass dashboard, or via their own Business Intelligence reporting system.

“Liquid Voice were an excellent supplier to work with. They provided us with their proposed solution meeting our requirements quickly and efficiently. They were very responsive to all requests and actions.”

Why Liquid Voice?

Founded in 2004, Liquid Voice is at the forefront of privately owned specialists in interaction capture and analytics. Developing a range of smart analytics capabilities has enabled customers to inspect, understand and analyse every consumer interaction. Unlike other businesses that provide recording and analytical solutions, Liquid Voice's capability to handle data from any platform, from any media channel (phone calls, video, text, emergency service, CCTV etc), in any file type, is unrivalled.

Beyond the collection of live data, Liquid Voice's strength lies in our ability to help organisations regain control of historic data which can often represent a compliance risk to the business. Our platform is able to ingest any file type or format, irrespective of its provenance, tag and categorise it, and automatically redact and flag accordingly. This is particularly important when we look at the relevance of legacy data. Liquid Voice are able to capture and secure data, even in outdated formats used by long-defunct technology.

“Liquid Voice led us through the solution and collaborated well with BT to ensure their proposal and subsequent build were delivered within our required timescales. Liquid Voice also dealt with and resolved issues and advised the Ardonagh project team and management throughout and were excellent at leading us through the process. They were a pleasure to collaborate with. The solution successfully consolidated all of our legacy data into one environment.”

liquidvoice.com


BT Cloud Work and RingCentral

The decision was made to replace Ardonagh's existing Unified Communications and Contact Centre platforms with BT Cloud Work, and this ultimately enhanced the successful migration strategy. With BT Business managing the implementation of BT Cloud Work, the Liquid Voice and RingCentral solutions were leveraged to make the overarching delivery more efficient. Essentially, BT Cloud Work is an amalgamation of BT Business for enterprise voice (RingCentral), and NICE CX One in the contact centre.

RingCentral has a whole ecosystem of RingCentral apps and partners that can add extra capabilities where needed. Over the last 12 months, Liquid Voice has become one of RingCentral's trusted priority partners to implement call recording and legacy data management for their clients.



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“Liquid Voice provided us with support throughout the build, configuration and onboarding process. The system was designed to allow the level of control required to manage a complex organisational structure with all of the required separation to comply with our Regulatory requirements.”

Ardonagh Project Lead

A Successful Outcome

The New Implementation

Due to the new migration strategy using the BT Cloud Work product, it currently covers recordings from 1768 live users, 650 of which are Contact Centre staff and the remaining across the rest of the business, with a rapidly expanding growth expectation across other business units.

Rapid Service

Under strict time constraints, Liquid Voice delivered full, operational call recording functionality in just two weeks.

Reduced Risk, smarter compliance

Working with the latest encryption technology, all data retrieved from consumer recordings is safe, secure and ingested within a single repository. This not only means better data security, but also ensures that compliance concerns are a thing of the past.

Time Savings

Unlike the historical multi-managed legacy platforms, having a single managed platform means management has clear visibility and synchronicity across the whole business, saving time and increasing efficiency.

Synchronised Usability

By having one central platform, all secure recording data received can be viewed, downloaded and analysed on BT Cloud Work and synchronised to Liquid Voice's Single Pane of Glass dashboard for simple visibility.

Trusted Partnerships

Both BT Business and RingCentral recognise Liquid Voice as a Trusted Partner in call recording and data retrieval management. Through these relationships, the recommendation led to a long-standing and successful working relationship with the Ardonagh Group that is set to expand rapidly in the near future.

The Future is Bright

It isn't uncommon in businesses that have grown through acquisition or have disconnected, or outdated software scattered across the organisation, to require clean and efficient consolidation.

By implementing a new strategy and laying the foundations for future data expansion, Ardonagh now has the right data management and call recording systems in place to effectively use the consumer data constructively, protect through legislation and deliver results that help to understand and analyse patterns in consumer behaviour.

“Ardonagh required bespoke training sessions and demos to allow flexibility in the roll out of training. This was very important to the project and allowed our colleagues to have flexible access which facilitated an efficient roll out in busy Call Centre environments. Liquid Voice were very accommodating in developing materials to allow us to achieve this. During the onboarding process any go-live issues were dealt with promptly and efficiently. This has continued into live support.”

About Liquid Voice

Liquid Voice work with clients across a range of industries, helping them maintain compliance and data sovereignty in line with a range of government regulations and industry-specific guidelines and best practices.

Our platform does more than simply capture live customer interactions for playback at a later date. It ingests data from across all your customer channels, as well as from legacy datasets, into a single, consistent and secure database. It enables appropriate users to gain total visibility of any customer interactions and, where necessary, follow those interactions across contact centre and unified comms platforms, across voice, video and text, to truly understand the context of a call.

It also empowers contact centre teams to address compliance issues in real time, track service level trends over time, and respond to audits and Freedom of Information requests in minutes, rather than days.

That's why we're trusted by major organizations in the emergency services, finance, Housing and transport sectors, to help maintain compliance and ensure the smooth running of all their customer interactions.

Need to find out more how we can help make your regulatory compliance easier?

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