



Thriving organic retail business, uses 8x8 X Series to meet increasing customer demand



eversfieldorganic.co.uk



Industry
Retail & Farming



Headquarters
Devon



8x8 Products:
X Series platform



Primary Reason Chose 8x8:
Improve customer services, sales calls and to connect all employees across various sites

Highlight Metrics

- Reduced the number customer service team by 75%
- Ability to easily scale up or down communications resources based on seasonality

The Challenge

What started as a small Devon-based organic farm, run by owner Mark Bury, has grown into a thriving organic retail business with 32 employees.

Operations include a farm, an online shop, farm shop and deli. The business also supplies organic retailers including Ocado, Abel & Cole and Whole Foods.

Planned growth – including another farm shop and a Bar & Grill – gave Eversfield Organic the impetus to introduce a more sophisticated and feature-rich telephone system, one that would connect employees across various sites and provide better insight into outgoing and incoming calls.

Executive Summary

Family-run Eversfield Organic implemented 8x8 X Series to support planned growth, increase the capacity and flexibility of the sales team, and gain greater control and visibility of all calls to and from customers, partners and suppliers.

The Solution

In March 2019 Eversfield and 8x8 began the implementation of X Series. The system went live to 20 employees – three supervisors and 17 inbound and outbound call handlers – 4 weeks later. X Series gave Eversfield Organic one central system to manage all calls.

The platform enables Eversfield Organic to report on every call being received and made by the business, via a mobile app or on the desktop. All calls are ported through to an auto attendant, which means no calls are missed when people are busy.

Being a cloud-based system gives the business much needed flexibility. “Due to our remote location, it’s difficult for sales staff to travel to us in the evenings to work.

We can now easily set them up remotely at home,” says Anna Elliot, sales and marketing director at Eversfield Organic.

It also allows staff to be added during seasonal peaks. “As customers look to source their centerpiece meat or seasonal veg at Christmas and Easter, additional, remote staff can be easily added to the phone system.

Key Benefits

Remote working: Using the mobile app, employees can work from anywhere – whether they are out in the fields, in a supplier meeting or at home.

Greater insight: X Series gives Eversfield Organic insight into where calls are being directed and how they are handled via a reporting tool that Anna describes as “fantastic.” For instance, the business now tracks how many calls arrive via the dedicated Google Ads telephone number, giving them a clearer view of return on investment.

Proactive support: For a family-run business without an IT department, support is essential. “8x8 has been brilliant – Issues which used to take a couple of days to sort out ourselves, are now solved within the same day and often the same hour,” says Anna.

Supports growth: With new ventures afoot, Eversfield is easily able to add an additional auto attendant into any new farm shops and ventures, for example introducing an “Option 3” in the queue system when the Bar & Grill opens.

CRM integration: Future enhancement 8x8 is planning include a more feature-rich integration with Eversfield Organic’s CRM provider Zendesk, so that a live call list can be created and updated.

The Results

8x8 has provided a strong platform for growth. Seasonally, and as the business expands, Eversfield Organic can quickly assign new phone extensions from the 8x8 online portal where they can manage their account and features.

Better call directing and handling means the number of customer support staff answering customer calls has dropped from four to one, whilst maintaining a great quality customer experience.

Employees can make and receive calls using the mobile app from wherever they are, “Thanks to 8x8 we direct calls in a more accurate way, making our customer care executive’s time more focused and our customers happier,” says Anna.

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– Anna Elliot, Sales & Marketing Director, Eversfield Organic.



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