

# SABIO IGNITES CUSTOMER SERVICE TRANSFORMATION

## About Churches Fire & Security

Churches Fire & Security, established in 1992, is dedicated to providing customers with top-tier fire safety and security solutions.

As the only fully integrated fire safety company in the UK, Churches Fire & Security offers comprehensive fire protection services, including in-house sprinkler service, maintenance, and installation, without relying on third parties. The company also designs, supplies, installs, and commissions various security services such as CCTV, intruder alarms, and access control.

With a team of highly qualified full-time technicians spread across the UK, Churches Fire & Security positions itself as a national company with a local presence, filling the market space between large corporations and small, local suppliers. Its aim is to enable UK businesses to better protect their staff, visitors, and assets by reducing the risk of fire and theft through long-term partnerships, excellent customer service, clear communication, and a proactive approach to solving problems before they occur.

## THE CHALLENGE

### Unlocking Efficiency: Navigating the challenges of growth and automation

As Churches Fire & Security experienced organic and acquisitional growth, the increasing demand on their customer service team posed significant challenges. The company, known for providing critical fire safety and security services, places utmost importance on being able to deliver exceptional customer experience and service.

As with most businesses, Churches believed they had a clear understanding of their customers' reasons for contacting them, with management trusting that investment in a new solution would provide them with better CX results and insights, thus helping their agents.

However, after leaning on the experience of CX specialists, Sabio Group, it was decided that a new system would have been an unnecessary and costly exercise which wouldn't have produced the desired outcome for Churches.

“ As a business, we have an increased focus on self-service and operational efficiency whilst maintaining customer experience. The nature of our business means that it is crucial for us to understand our customers' needs and streamline our processes accordingly.

**Charlie Haynes,**  
CEO of Churches Fire & Security

To overcome this hurdle, Churches recognised the need for a comprehensive analysis of their customer interactions. By gathering precise data and insights, they aimed to establish a solid foundation for future automation projects that would benefit both their agents and customers.

This knowledge would enable them to make informed decisions, prioritise contact effectively, and ultimately enhance operational efficiency without compromising the quality of customer service.







## THE SOLUTION

### Unlocking Insights: Enhancing Experiences

To address the challenges faced by Churches, Sabio implemented a three-phased project, which would culminate in a Bots as a Service (BaaS) implementation. The solution aimed to enhance customer experience, optimise customer service operations, and provide valuable insights into customer behaviour.



#### Phase 1 Intent Capture & Analysis (IC&A):

The first phase focused on understanding the reasons why customers call – the call intent. Sabio Console, an AI-powered tool, was integrated into the voice channel as part of the IC&A process to analyse calls without disrupting the existing infrastructure. This ‘invisible’ addition captured accurate and detailed data on the reasons behind customer calls, enabling Churches to make informed decisions, identify automation opportunities and shape customer journeys effectively.

“ I need to emphasise the importance of this phase. Our focus is on providing customers with the ability to self-serve when it’s the best option for them and our business. This allows our customer service team to spend more time on conversations that require a human touch.

**Charlie Haynes**, CEO of Churches Fire & Security



#### Phase 2 Call Re-Direction:

Building upon the insights gathered in Phase 1, the second phase aimed to remove simple call types from the customer service team. By providing spoken information to callers or re-directing calls to appropriate areas of the website for self-service, Churches reduced the workload on their agents and empowered customers to find solutions independently.



#### Phase 3 ID&V:

The third phase focused on reducing handle times by automating the identification and verification (ID&V) process. By passing the results directly to the agent desktop, this automation streamlined the customer experience and improved operational efficiency.



#### Post Phase 3 Bot-as-a-Service:

Following the successful implementation of the three phases, Churches would then transition to a BaaS model. This move is aimed at further enhancing the customer experience and optimising customer service operations by leveraging the power of AI-driven automation.

“ This programme surfaces insights into customer behaviour – key data that Churches and other organisations, with the best of intentions, did not fully know: specifically, the exact reasons as to why their customers were calling in. By equipping Churches with accurate and detailed data about what was actually going on inside their customer service team, it enabled them to focus their attention on building out an automation strategy that will have the biggest impact on both their customer and employee experiences.

**Kevin McGachy**, Head of AI Solutions at Sabio, highlighted the significance of IC&A.



**Sabio’s solution involved:**

Analysing 25,000 calls coming into Churches Fire & Security’s customer service team, identifying opportunities for improvement, and generating valuable data to inform a wider automation strategy. By capturing customers’ intents and categorising the reasons for calling, **Churches gained rich insights to support business decisions and enhance customer service experience.**

**25,000**  
calls were analysed to identify opportunities and generate data

**17%**  
of calls (16,000 a year) were requests to test a fire alarm

**The Sabio Specialism:**  
A guiding light for Churches

When Churches initially approached Sabio for guidance, it was in relation to potentially procuring and implementing a whole new customer service infrastructure.

However, Sabio’s knowledge of the industry and its consultative and vendor agnostic approach to such projects – as well as their deep understanding of modern customer service dynamics - led them to take a step back and analyse exactly what Churches required. This analysis was conducted via IC&A.

Sabio recognised that investing in a new customer service system without understanding the reasons behind customer calls could result in a ‘shiny new box – but filled with all the same problems.’ To avoid this pitfall, Sabio set up workshops to gain a comprehensive understanding of Churches’ setup, including specific telephony and technical workshops.

**The IC&A solution, powered by Sabio Console using Google Cloud technology in the form of Dialogflow, can be set up within hours, enabling organisations to start gaining insights on day one.**

This AI-driven tool provides an unbiased and unprecedented view of customer behaviour, and for Churches, it allowed the company to make informed decisions based on real data.

Sabio’s process involves reviewing real-world caller reasons and grouping them by intent. These high-level intents are then analysed to uncover the underlying factors driving customer interactions. To ensure the accuracy and effectiveness of the AI engine, Sabio trains it by repeating the deep-dive analysis multiple times per week.

By leveraging their expertise in customer service technologies and their consultative approach, Sabio helped Churches gain a deeper understanding of their customers’ needs and behaviours. This knowledge empowered Churches to make informed decisions about their customer service infrastructure, ensuring that any investments made would address the root causes of customer issues and enhance the overall customer experience.

**THE FINDINGS**

**Churches and Sabio ignite insights and extinguish inefficiencies with IC&A**

- 33%** were ‘long tail’ call types
- 60%** called more than once
- 83%** repeat callers asked for a fire alarm service

**The IC&A project conducted by Sabio proved to be a resounding success, providing valuable insights and paving the way for significant improvements in customer experience and operational efficiency.**

One of the most significant findings from the data was that 17% of calls, amounting to more than 16,000 per year, were requests to test a fire alarm. This was by far the most common intent, three times more frequent than calls related to service requests, or fire alarm call-outs. Armed with this knowledge, Sabio recommended automating this process through Churches’ online portal, thereby reducing the burden on the customer service team and providing a more convenient solution for customers.

Another notable, and unexpected discovery, was that calls concerning billing and invoice payments were the second most popular call intent. Sabio’s AI consultants recommended implementing a PCI-compliant software that integrates with the telephony system, allowing customers to make payments via the IVR. This automation opportunity aimed to streamline the payment process and reduce the workload on the billing team.

In addition, a further 33% of calls involved ‘long tail’ call types, such as general sales inquiries, product queries, and call-out requests. This presented a significant automation opportunity through non-integrated deflection of call volume by providing contextual information or recommending online functionality.



## Increasingly granular findings to benefit workforce management:

Sabio's analysis of intent by day and hour provided valuable insights for workforce management. The data showed an increase in fire alarm testing calls towards the end of the week, suggesting that automating this process would free up agent time during those days. Additionally, fire alarm testing calls were highest in the morning, allowing Churches to make **informed decisions about automating versus increasing staffing levels.**

The data also highlighted a heavy burden on the customer service team due to poor First Call Resolution (FCR). Of the 5,000 calls analysed, 60% of customers called more than once, with 83% of repeat callers requesting a fire alarm service having already called at least once for the same intent. This insight emphasised the need for improved processes and automation to enhance FCR and reduce repeat calls.



“ The IC&A solution has been a game-changer for us. The insights we gained have allowed us to make data-driven decisions, prioritise automation efforts, and ultimately improve the experience for both our customers and employees.

**Charlie Haynes**, CEO of Churches Fire & Security

The IC&A data provided a foundation for Churches Fire & Security to deliver value through automation and deflection, agent augmentation, deeper customer insights, and precision routing. **By allowing customers to interact with their products and services anytime, anywhere, and through the channel of their choice, Churches could enhance customer satisfaction and loyalty.**

Furthermore, the IC&A enabled the creation of a seamless relationship between virtual and physical agents, ensuring personalised and efficient customer interactions. The conversion of human-to-human data into structured, repeatable data surfaced the voice of the customer, providing a deeper understanding of their needs and preferences.



“ We are thrilled with the results of the IC&A project and the partnership we have built with Sabio. Their innovative solution and deep understanding of our business and wider industry have been invaluable in our journey so far.

We look forward to continuing to leverage the insights gained from IC&A to drive further enhancements and stay at the forefront of customer service excellence.

**Charlie Haynes**, CEO of Churches Fire & Security

Sabio's Intent Capture & Analysis project with Churches has empowered the business to make informed decisions, prioritise automation efforts, and improve overall customer experience and operational efficiency. The project laid the foundation for a more customer-centric and data-driven approach to customer service management, setting the stage for continued success and growth.