

How Mable Modernised and Scaled Its Contact Centre with Zoom

Client Snapshot

- **Client:** Mable
- **Industry:** Care & Support Services
- **Role:** Senior Manager, Customer Operations, Marie Kakouridis

Challenge / Business Problem:

Mable, a fast-growing care and support platform, reached a point where its contact centre technology was starting to limit the business from achieving its objectives. As customer demand increased and operations expanded, its existing solution needed help scaling to improve visibility, efficiency, and performance insight at a critical stage of growth.

Key challenges included:

- A contact centre platform that was difficult to scale alongside business growth
- Live chat and phone operating across two separate systems, creating inefficiencies
- Limited reporting and performance visibility
- High cost-to-serve pressures
- Lack of advanced AI capabilities to support agents and improve customer outcomes

Marie Kakouridis, Senior Manager of Customer Operations at Mable, explained: “Our previous contact centre simply wasn’t built to scale with our business as we continue to grow. We lacked visibility, we couldn’t properly measure performance, and we knew we were missing opportunities to improve both efficiency and customer experience.”

Beyond technology, Mable needed a partner who could guide them through the transition and help shape a long-term, scalable strategy - not just deliver a one-time implementation.

Objectives

Mable sought a trusted implementation partner to:

- Deploy and configure Zoom Contact Centre as a unified platform
- Integrate the solution with Salesforce
- Improve reporting, visibility, and data-driven decision-making
- Introduce AI capabilities such as Agent Assist and intelligent IVR
- Reduce operational inefficiencies and cost to serve
- Provide ongoing strategic guidance as the platform evolves

The Solution

Kytec was chosen as Mable's implementation partner, and from the outset, the difference was clear.

As Marie recalls, "From our very first conversation, Kytec stood out. Their energy, expertise, and confidence gave us immediate reassurance that we were in the right hands."

One of the most valuable aspects of the engagement was translating operational pain points into a structured, scalable solution.

As Marie later reflected, "We didn't fully understand what was possible with Zoom. Kytec helped us define our vision and turn our challenges into a solution that genuinely worked for our business."

Kytec designed and delivered a tailored solution that included:

- **End-to-End Zoom Contact Centre Implementation:** Configured to align with Mable's operational requirements and growth trajectory.
- **Salesforce Integration:** Seamless integration ensuring streamlined workflows and improved data visibility.
- **AI Enablement:** Activation of AI-powered IVR, Agent Assist, transcript-based insights, and automated quality evaluation.
- **Workforce Management Optimisation:** Hands-on configuration and structured training to drive efficiency.
- **Post-Launch Customer Success Support:** Ongoing prioritisation, optimisation, and guidance aligned with new Zoom feature releases.

The transition to Zoom was executed with minimal disruption to the team.

“

“The cutover to Zoom Contact Centre was incredibly smooth - especially given the complexity of our environment. Kytec anticipated the risks, managed every detail, and ensured we launched without disruption. That level of control gave us real confidence.”

Marie Kakouridis

Results & Outcomes

Kytec's engagement delivered measurable operational improvements and positioned Mable for scalable growth:

- **One Unified, Scalable Platform:**
Voice and live chat were consolidated into a single environment, simplifying agent workflows, reducing technical issues to near zero, and improving overall productivity.
- **Improved Customer Experience:**
Mable saw a decrease in abandoned calls, shorter wait times, significantly better call quality, and fewer dropped calls, creating a smoother, more reliable customer journey.
- **50% Reduction in Workforce Management Time:** Optimised workforce management processes reduced scheduling and forecasting time by half, freeing leadership capacity for strategic initiatives.
- **AI-Driven Quality & Performance Insights:** Automated evaluation of 100% of calls replaced manual 1-2% sampling, enabling data-driven coaching, improved agent performance visibility, and more accurate contact reason reporting.
- **Reduced Cost to Serve:**
Enhanced efficiency, faster call handling, and streamlined processes contributed to improved operational economics.

Marie reflected: "The difference has been significant. The agent experience is dramatically simpler, call quality has improved, and we now have real-time data to drive better decisions. It's transformed how we operate."

A Long-term Strategic Partnership

From the beginning, Mable recognised that unlocking the full value of Zoom Contact Centre would be an ongoing journey, particularly as new AI capabilities continue to evolve. Staying ahead and continuously enhancing both customer and employee experience would be key to long-term success.

Marie reflects: "Kytec isn't just an implementation partner. They're a true strategic extension of our team. From day one, we felt supported and confident in the decisions we were making. They don't just execute; they guide us, challenge our thinking, and help us prioritise what will deliver the greatest impact. As AI continues to evolve, we rely on Kytec to help us navigate what's possible and turn it into something practical and valuable for our business."

Looking Ahead

Mable has ambitious plans to further expand its use of AI and advanced contact centre capabilities. With Kytec's continued guidance, including product updates, roadmap prioritisation, and strategic advisory, the organisation is well-positioned to continue enhancing both the customer and team experience.

Marie concluded: "If you're looking for a partner you can truly rely on, Kytec is it. They don't just implement - they guide, challenge, and ensure you're making the right decisions. We trust them completely."

