

## **BRITANNIC TECHNOLOGIES AND CUSTOMER EXPERIENCE FOUNDATION JOIN FORCES**

### ***Helping Businesses Improve their Customer Experience Strategies***

**Guildford, UK, 28th Jan** – Today Britannic Technologies, an award winning provider of telecommunications solutions, contact centres, systems integration and managed services, partnered with the Customer Experience Foundation (CEF), a leading business science consultancy focusing on customer experience and contact strategy, to deliver a joint proposition in helping businesses to improve their customer experience strategies and the way that they use technology.

The proliferation of technology and the ‘always on’ and 24/7 culture that is now standard has put end users into the driving seat who are telling businesses - what they want and when they want it. All of this has resulted in higher customer expectations and many businesses are failing to keep up with the changes and require guidance on how to embrace it, and deliver the experience the customer demands. The relationship between the technologies and the experience they deliver has never been more important.

Jonathan Sharp, Sales and Marketing Director, Britannic Technologies comments, “ The idea of the partnership came about due to the number of businesses that we see who want to improve their customer engagement but simply aren’t plugged into the technology proposition. It amazes me how often the two areas are viewed in isolation when of course they should be intrinsically linked, as they go hand in hand. This relationship between Customer Engagement and the use of technology is more and more the critical success factor for organisations.”

We are very excited in bringing this partnership to market and working with Morris who is a globally highly acclaimed consultant. The partnership connects the customer experience and the technology model together to develop a seamless customer journey that will provide businesses with an innovative solution and improved customer service, resulting in cost-savings, increased productivity and a high return on investment.”

The innovative partnership is unique in the market and will be delivered through a comprehensive programme comprising: audits, developing customer strategies and programmes using the omni-channel approach, training, workshops and much more.

“I have been building a relationship with Britannic for the past 5 years and frequently recommend them when clients are struggling with the relationship between Customer Experience and Technology. So this was a logical step to take. I wanted to work with a technology provider who can simplify technology and work with customers to discover the challenges and issues they face; Britannic excels in this space by shaping technology to deliver benefits for customers. This is a very powerful proposition and will enable businesses to map their customer journey and blend tech technologies such as: telephony, email, SMS, Chat, Social Media and IVR to reduce cost and improve the value of customer experience,” said Morris Pentel, Chairman, Customer Experience Foundation.

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***About Britannic Technologies***

Britannic Technologies is an award winning provider of telecommunications solutions, systems integration and managed services to customers worldwide. Leaders in innovation and pioneers in new technology its' highly skilled team and a heritage of 30 years makes the company one of the most trusted enablers of technology in the industry; working closely with customers to discover their needs and requirements, and shaping technology to deliver business benefits.

<http://www.btlnet.co.uk>

***About Customer Experience Foundation***

The Customer Experience Foundation is a leading management consultancy that specialises in customer experience and contact strategies that deliver reduced costs and increased profits to organisations around the world. The foundation influenced more than £4bn of customer experience design in 2013/4. Morris Pentel is the founder of the organisation and is a globally recognised experience designer, speaker and writer on the future of contact technology and strategies running one of the most advanced business science organisations in the world.

<http://www.customerexperiencefoundation.org/>