



Case study: IPI

IPI helps organisations transform the way they interact with their customers and employees by providing highly innovative, fully customisable contact centre and digital experience services and solutions.

Founded in 2001, IPI is headquartered in Reading, UK, with offices in London, Manchester, Edinburgh and the Philippines, and counts many famous brands as its clients, including some of the best-known names in finance, insurance, retail, travel utilities and the public sector.

Enabling digital transformation and exceptional experiences are at the heart of everything IPI does.

From providing bespoke services, to delivering training and enablement programmes, to developing proprietary solutions that encompass the latest technological advances, IPI is committed to ensuring the best for its clients, people and partners.

"Eleven Hundred Agency has been invaluable in helping us tell our growth story and position us at the very forefront of contact centre and digital innovation. The team's understanding of what we do and why we're passionate about ensuring exceptional customer and employee experiences has been pivotal to that success, and is one of the many reasons our partnership has gone from strength to strength."

Sat Sanghera, CEO, IPI



IPI + Eleven Hundred Agency: from strength to strength

IPI and Eleven Hundred Agency have been working together since February 2019, following the agency's participation in a rigorous competitive pitch process to handle IPI's PR. A comprehensive onboarding process ensured the agency could work hand-in-hand with IPI's in-house marketing team from day one, developing and delivering a long-term strategic campaign to raise the profile of IPI in the UK media, and position the client as the expert on digital transformation in the contact centre.

As well as strategically-placed bylined articles and thought-leadership commentary in national and vertical publications, the agency also undertook work to create press releases and award entries highlighting IPI's work with high-profile partners and promoting its new services and solutions.

In April 2021, the partnership expanded to include the creation of further strategic content, including a regular blog series, e-books, whitepapers, product sheets and brochures. The agency also helped create fresh copy for a new, user-optimised website to reflect IPI's new messaging and service offerings, that highlighted the company's position as a digital transformation expert.

IPI client case studies and award entries also became a key part of the agency's remit. Not only did this help educate the market about IPI's innovative approach and steadfast focus on client servicing, it also provided its clients with a platform to showcase their own customer experience initiatives.

In October 2023, the brief was expanded once again to include specific earned and paid for media campaigns in IPI's target verticals of retail and finance. Going forward, this will include the creation and placement of content in strategic publications to highlight IPI's expertise and experience in these sectors.

Campaign Highlights

Successes include:

IPI brand development – the agency has helped IPI continually refine its corporate story to reflect many years of impressive growth and innovation. We have crafted and executed integrated campaigns to reflect IPI's evolution as the go-to digital transformation contact centre experts, as well as created new and pertinent content to showcase IPI's leadership position in this space. We're proud to say that IPI was recently included in The Independent's E2E Tech 100 List, which showcases the UK's fastest growing tech companies.

Dedicated vertical media programmes have been instrumental in helping IPI raise its profile in its key market segments. This has involved showcasing customers, leading to coverage across a wide variety of titles, including Retail Tech Innovation Hub for long-standing client Hillarys, SheCanCode for DFS and Business Mondays for MSI Reproductive Choices. The team has also prioritised industry-specific thought-leadership activity, securing strategic coverage in Insurance_Edge, Finextra, Retail Sector and more.

Forged **deeper client relationships** – by creating case studies and award entries for IPI's clients, Eleven Hundred Agency has helped these organisations demonstrate their commitment to improving the services they offer to their own customers. This value-add has enabled IPI to forge even deeper relationships with its clients.

Creative thought-leadership campaigns to illustrate IPI's focus on innovation and expertise. Over recent years, its experts have led the debate on:

- *The importance of delivering an exceptional employee experience in the contact centre in order to ensure an exceptional customer experience*
- *How advancements in technology, particularly in AI and machine learning, can be invaluable in making operations more efficient – but they shouldn't replace the human touch of an agent*
- *Why empathy and personalisation are pivotal to customer loyalty and brand longevity*
- *How leaders and managers can ensure employee engagement and productivity, even in remote or hybrid contact centre environments*
- *Why automation tools, such as chatbots and speech analytics, are crucial to delivering exceptional customer contact, improving employee engagement, ensuring compliance and future-proofing operations*

How we're helping IPI

- Thought-leadership programmes
- Top tier and vertical media relations
- News calendar management and press release creation
- Copywriting
- Ebooks and whitepaper creation
- Case studies
- Product sheets and brochures
- Award entries
- Blog management
- Paid media campaigns
- Partner and customer marketing



"I love working with Eleven Hundred Agency; they really are an integral part of the IPI team. They've hit the nail on the head with what we want to achieve in the contact centre experience space and have helped us cement our relationships with existing clients. They've also helped us get our messaging out to new audiences, particularly in our target verticals, while also ensuring brand consistency."

Jane Dance, Head of Marketing, IPI

TALK TECH
WITH US

Unit 217
Business Design Centre
52 Upper Street
London - N1 0QH

+44 (0)20 7688 5202
contactus@elevenhundredagency.com
www.elevenhundredagency.com