

William Hill

Global online betting and gaming company using the Alvaria Workforce™ Assessment Tool certified by Frost & Sullivan



The Organisation

Founded in the UK in 1934, [William Hill](#) is a global online betting and gaming company. It is organised into four business segments: retail, online, U.S. existing, and U.S. expansion.

Today, the company has over 16,000 people worldwide. Its company's product and service portfolio comprises various activities such as gaming machines in licensed betting offices and online and telephone activities including sports betting, casino, poker, and other gaming products.

Motivation for Change

William Hill's customer base increased massively in line with the growth in the online gambling market/sector and as a result knew they needed to bring in additional tools such as workforce management (WFM) as their Customer Service agent population grew. Making sure they had the right agents at the right time with the right skills was key to ensuring their customers had a great experience whenever they had to reach out to customer services with a question.

William Hill adopted Alvaria's tool to help professionalise its WFM and drive greater buy-in for WFM investment across the company.



“It's not just the calculations and understanding the what. It's really about clarifying and visualising the wow.”

– Head of Customer Service Systems Improvement



The Benefits

- Help professionalise William Hill's Customer Experience focus through sophisticated WFM
- Helps establish baseline statistics as well as scenario modelling for investment decisions
- Helped William Hill articulate business case for investment in workforce
- Helped compliment skills and experience with automated tools like the Alvaria Calculator
- Alvaria support in WFM education across William Hill divisions
- Creates shared language around the importance of CX and WFM across William Hill
- Alvaria serves as third-party which offers further validation on WFM optimisation
- Supports William Hill in establishing strategic objectives and goals for specific investments
- Provides a check-in / validation tool across a quarter or year after implementing a specific initiative

About Alvaria™

Alvaria helps organisations efficiently manage and engage the modern workforce and connect compliantly with customers and prospects. Our open, innovative multi-platform is purpose built for two core competencies; a feature-rich, intuitive, and intelligent workforce engagement management platform, and a multichannel proactive compliant outreach platform. Alvaria, the product of the merger of world leaders - Aspect Software and Noble Systems - is proudly celebrating 50 years in business reshaping customer and employee experience. ALVARIA. Reshaping Customer Experience™. For more information, visit www.alvaria.com/en-gb. Follow Alvaria on Twitter at [@Alvaria_Inc](https://twitter.com/Alvaria_Inc). #ReshapingCX

