

# C-QUENCE CASE STUDY

"Xeretec is a partner that understands our business and is genuinely there to support our growth. For me, they just tick all the boxes, which is why I've been partnering with them for the past 6 years."

- Elliot Biggs, Chief Information Officer, C-Quence

## ABOUT C-QUENCE

C-Quence is a forward-thinking insurtech Managing General Agent (MGA) on a mission to transform the commercial insurance industry. Since its founding in 2018, C-Quence has been dedicated to eliminating inefficiencies and outdated processes which have long dominated the industry, creating a faster, client-centric approach to insurance.

Today, the company has grown to a team of 35, all focused on making commercial insurance trading simpler, quicker, and more efficient.

However, despite its innovative vision, C-Quence's telephony systems struggled to keep pace. When the company started, it was simple and cost-effective to use an individual's personal mobile phone, but as the business expanded, this setup proved unsustainable. Recognising the need for a more robust solution, C-Quence turned to Xeretec—a trusted partner on previous IT projects.

## THE APPROACH

Xeretec worked closely with C-Quence to gain an understanding of their current communication infrastructure and strategy to then evaluate potential solutions, shortlisting three telephony providers. After facilitating detailed evaluations with Xeretec, C-Quence selected the GoTo Connect UCaaS solution for its flexibility, competitive pricing and integrated features.

With Xeretec's expert guidance, the GoTo solution was implemented in a matter of days, and comprehensive training ensured the team was operational within weeks.

## DRIVERS FOR CHANGE

- The desire to move away from using personal mobile telephone numbers
- The requirement to distinguish between personal and professional calls
- The ability to monitor client interactions by telephone and call volumes
- The need to redirect calls and manage team availability more effectively
- The desire to move away from a Call Answering Service which wasn't providing the customer service desired
- Enhancing professionalism in client interactions and managing team availability more effectively

## SOLUTION

**GoTo Connect UCaaS Solution**



## EMPLOYEE EXPERIENCE



The GoTo solution has significantly improved the day-to-day experience for C-Quence employees. Staff can now easily distinguish between personal and work calls on the same device.

“Our staff love the dual-number feature. They can manage personal and work calls seamlessly on one handset, see where calls are coming from, and even set availability for holidays, ensuring uninterrupted service.”

*.- Elliot Biggs, Chief Information Officer, C-Quence*

## CUSTOMER EXPERIENCE



With GoTo, incoming calls are now handled directly by C-Quence employees rather than a call handling service. Customers benefit from improved service quality, with intuitive call routing and personalised handling.

“The days of jumbled messages from our old call answering service, who haven’t understood the context of the message, are behind us. Our customers now experience the professionalism they deserve.”

*.- Elliot Biggs, Chief Information Officer, C-Quence*

“One of the things I really like about Xeretec is that there isn’t just one solution, instead they have a number of potential solutions and providers, giving us real choice.”

*.- Elliot Biggs, Chief Information Officer, C-Quence*

## PRODUCTIVITY GAINS



Having The GoTo system has streamlined workflows, enabling better call management and message handling.

“If a specific team isn’t available, customers can leave a message that gets automatically emailed. This feature alone has been a game-changer for productivity.”

*.- Elliot Biggs, Chief Information Officer, C-Quence*

## CONTROL & COMPLIANCE



GoTo’s call recording feature provides both protection and actionable insights. C-Quence can monitor call origins and patterns, enabling them to identify issues and adapt accordingly.

Additionally, using business phone numbers instead of personal phone number ensure continuity when staff leave, safeguarding C-Quence’s communication channels and intellectual property.

## CONCLUSION

The implementation of GoTo has not only modernised C-Quence's telephony but has also aligned their communication capabilities with their innovative vision. With Xeretec's support, C-Quence now has a solution that grows with them, enhancing employee satisfaction, customer experience, productivity, and operational resilience.

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"It's important that we surround ourselves with partners that can really support us. We need expertise, flexibility, and support from people who truly understand our journey—not just those looking to sell us something, and Xeretec provides this. Xeretec's ability to adapt to our needs at every phase, introduce new technologies at the right moment, and provide proactive advice has made them our go-to partner for infrastructure and desktop solutions."

*.- Elliot Biggs, Chief Information Officer, C-Quence*

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We have a 30-year history of delivering contract and lifecycle services for customers that range from Global Household brands across the World to family run businesses in the local community.

Our focus is on delivering a complete technology experience designed to provide tangible business benefits, no matter how big or small you are.

**WANT TO LEARN MORE?**  
**GET IN TOUCH**

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