

Winn Solicitors

Focus Group's expertise in automated workflows brings big wins to Winn Solicitors' customer-facing and internal services.

Location: Newcastle | Number of sites: 3 | Number of users: 350+

The project

Winn Solicitors is a specialist business handling personal injury claims and post-accident support services for individuals following non-fault road traffic incidents.

During a period of major transformation, Winn Solicitors relied on phone, email, and SMS to manage customer interactions. However, surging call volumes and fragmented systems led to inconsistent service, long wait times, and repeated customer information:

- CRM, telephony, and QA systems operated in silos
- Teams duplicated tasks and lacked journey visibility
- Performance monitoring was inconsistent

Ultimately, Winn Solicitors needed to improve compliance, elevate customer experience, and modernise - without disrupting existing systems. That's where we stepped in.

The solution

Focus Group deployed a fully integrated suite of AI-powered conversational intelligence tools to enhance every customer interaction, including:

- Call transcription with automated summaries and tagging
- Sentiment analysis and automated QA scoring
- Reinforce compliance requirements by checking 100% of calls

The tools were embedded directly into daily workflows for agents, QA, compliance, and operations teams. Thanks to the intuitive platform, users were confident within days. The solution required no system replacement, delivered full omnichannel coverage, and went live within three weeks with minimal disruption.



The results

- 58% increase in customer satisfaction
- 12% reduction in average handling time
- 200+ hours saved monthly through automated workflows, allowing more coaching time

Every call is now scored consistently and objectively, boosting fairness and team confidence. Agents spend less time on admin and more time helping customers, leading to fewer escalations, clearer responses, and improved interaction quality.

Unexpected wins followed: marketing now uses conversation insights to refine messaging and strengthen commercial performance. With full visibility across all interactions, Winn Solicitors can act quickly to improve service and compliance.



"Thanks to Focus Group, we can now spot problems and coach in real time - it's completely changed how we lead!"