How implementation of Calabrio and AWS transformed Customer Service

Trainline revamped its contact centre with SVL. Call routing was simplified, handling times dropped, and coaching time rose. Tech did the heavy lifting, so teams could focus on helping customers. A solid partnership that made day-to-day work easier for everyone.

When **SVL** and **Trainline** began their partnership, neither expected how much it would grow. It wasn't just about new technology. It was about changing how Trainline worked. The goal was to improve efficiency and create a better experience for employees and customers.

Trainline is a well-known digital rail and coach platform, helping millions of people plan and book journeys across Europe. SVL is a specialist in contact centre technology. They help businesses find the right solutions to enhance their operations. Their relationship started in 2019 with a simple question: Can SVL help Trainline fix its workforce management system? That question sparked a big change. Trainline transformed how it managed telephony, scheduling, and customer interactions.

Over the last year, this partnership has delivered some impressive results. A 25% reduction in overall telephony costs. A 25% drop in average handling time, which freed up resources for expansion into European markets. More than 200 additional hours of coaching time for team leaders, thanks to better tools and automation. And a major simplification of call routing—from 96 different flows down to just 15, making life easier for both employees and customers.

The changes weren't just about cutting costs or streamlining processes. They were about making Trainline's customer service smarter and more effective. With SVL's help, Trainline launched a special routing system. It can tell a caller's language and the brand they need. This way, callers get to the right support team faster. This has made the customer experience better and reduced the effort needed from Trainline's planning team.

One of the biggest shifts was in workforce management. Before, Trainline's team managers spent too much time on admin instead of supporting their people. Trainline used new technology Calabrio and AWS. This shift helped them move away from scattered data sources. Now, it's easier to track performance, spot trends, and focus on what matters most: helping their customers. But transformation isn't always smooth. There were challenges along the way. Like any major change, moving to a new telephony and workforce management system came with some uncertainty. The key was collaboration. SVL and Trainline didn't just hand over a system and walk away—they worked together, refining the approach and making adjustments as they went. When something didn't work, they found a solution together.

This partnership also changed how Trainline's team worked internally. It lessened reliance on key people. This meant the business could run smoothly, even outside normal working hours. Now, the team has reduced the risk associated with key man dependency. SVL offered support when needed. For employees, this meant less pressure and more flexibility.

So what can others learn from this partnership? First, the right technology makes a difference, but only when it's combined with the right support. Trainline didn't just invest in new systems—they worked with SVL to make sure those systems delivered real value. Second, partnerships are built over time. This didn't happen overnight. It came from ongoing talks, shared problem-solving, and a commitment to teamwork. And finally, transformation isn't just about efficiency—it's about people. The project's biggest impact wasn't just in the numbers. It also empowered Trainline's teams to focus on what they do best: providing excellent customer service.

Looking ahead, Trainline and SVL aren't stopping here. They have a solid foundation and are looking for new ways to innovate. They want to improve customer experiences and stay ahead of the competition. This partnership has already delivered meaningful change, and it's clear that the best is yet to come.