

HM Revenue & Customs

Delivering communications at scale with a centralized platform

Customer Summary

Customer name

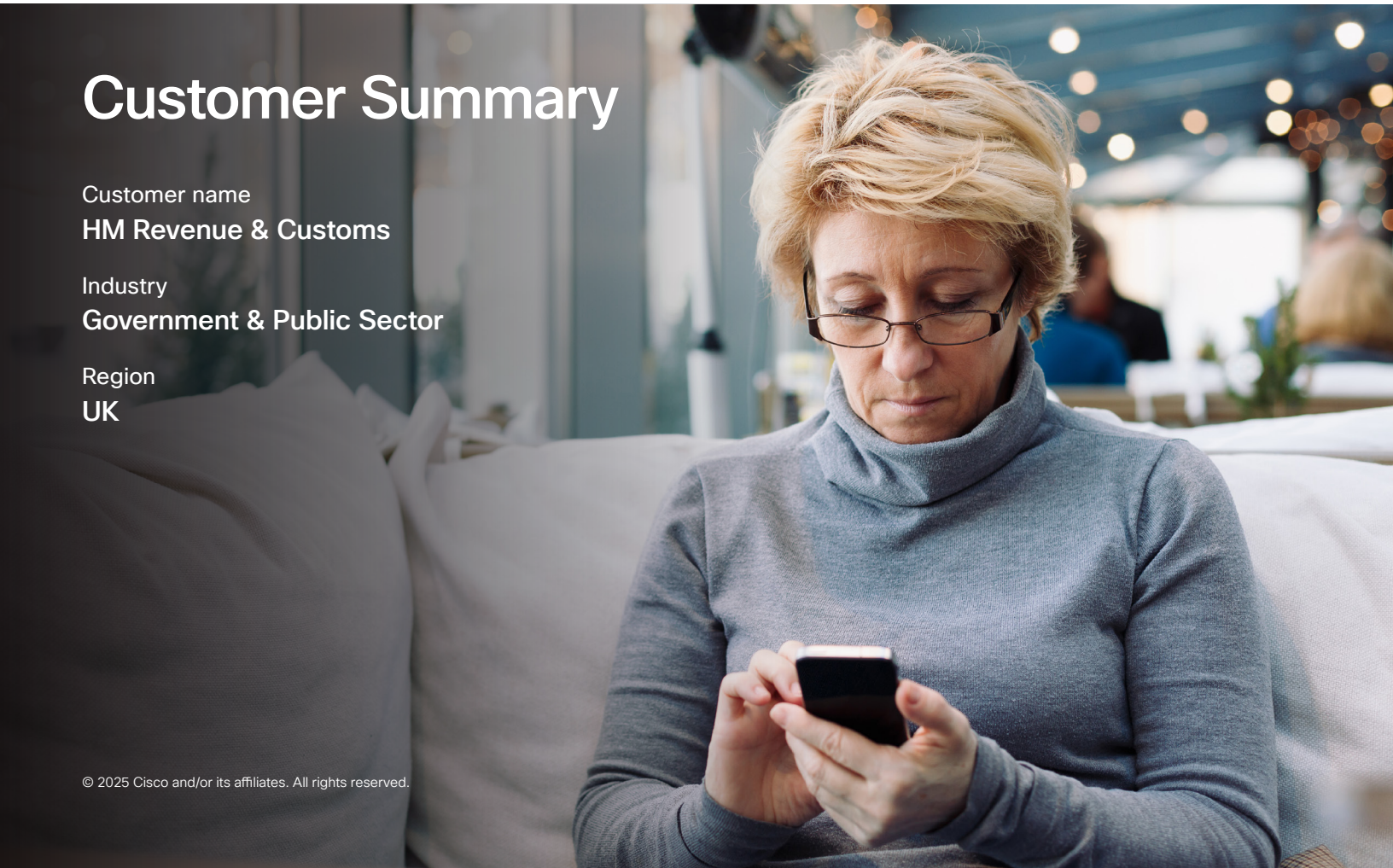
HM Revenue & Customs

Industry

Government & Public Sector

Region

UK



A government department's digital transformation journey

HM Revenue and Customs (HMRC) is the UK's tax, payments and customs authority, and it has a vital purpose: to collect the money that pays for the UK's public services and help families and individuals with targeted financial support.

The HMRC organization is currently undergoing a digital transformation programme and looking to digital solutions to improve its operational processes and provide the best service it can to citizens. They serve UK citizens, agents and businesses, and therefore, send a large volume of communications.

The HMRC team faced multiple challenges in their digital transformation journey. They were sending out communications via both SMS and email but using different technology providers which created complexity. In addition, these channels were also commonly the target of phishing scams and fraudulent activities.

Their contact centres were often under pressure from high volumes of calls, so they needed the ability for customers to self-serve, or where required, redirect callers to the appropriate channels.

HMRC wanted to consolidate their email and mobile messaging channel providers and invest in a centralized platform for communications management. They selected Webex Campaign through a robust commercial framework and have now been using the platform for over 18 months.



Challenges

- Disparate systems
- Rise of fraud and SMS phishing scams
- High volume of calls



Objectives

- To have an integrated multi-channel platform
- To have all customer communications centralized



Why Webex?

- End-to-end customer journey management
- Expertise in the UK telecommunications space
- Interoperability with other systems

Solution

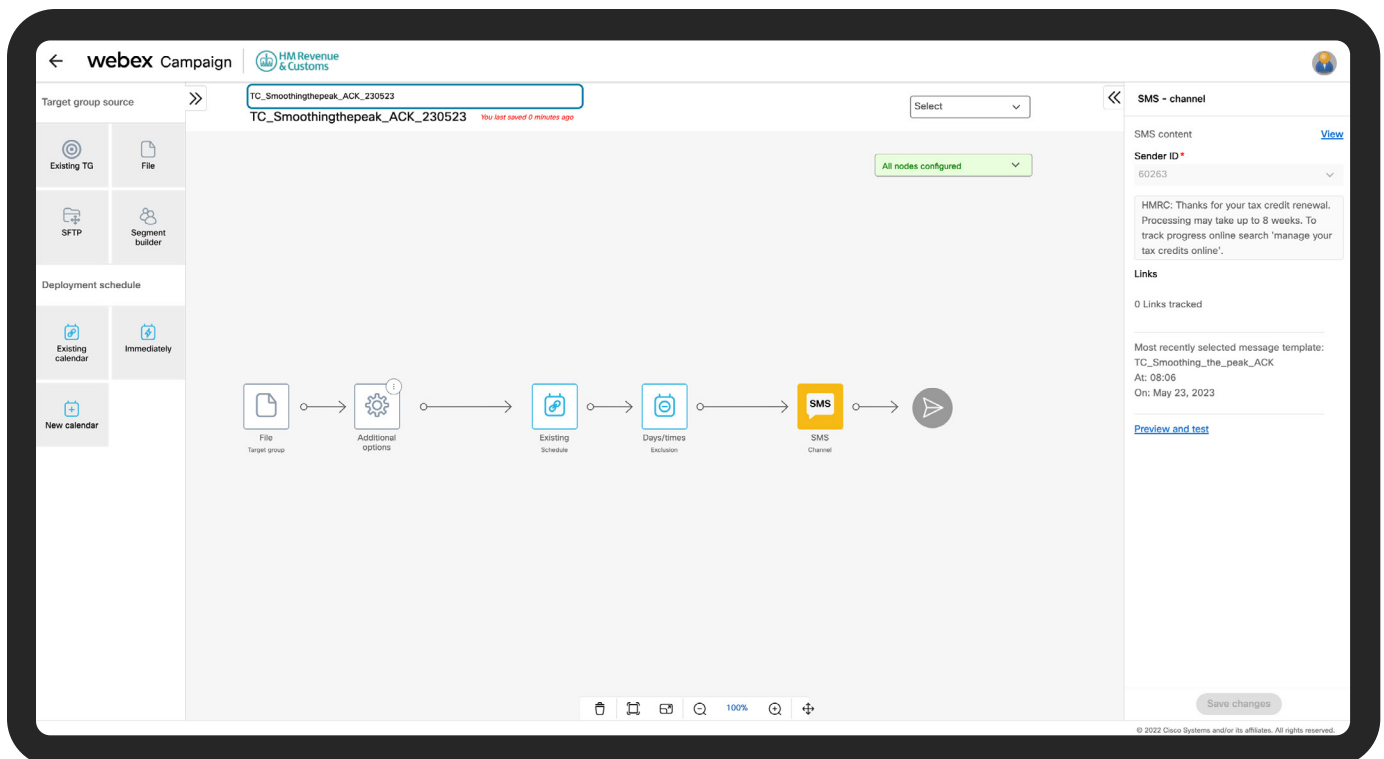
Managing communications at scale.

HMRC invested in Webex Campaign which is a centralized platform designed for delivering communication campaigns at scale, across multiple digital channels. The HMRC team underwent extensive training with the Webex product success team, so they were able to self-serve using the platform and manage campaign deployments in real-time. The team at Webex is on hand to support any more complex campaigns or new integrations required.

The platform is used across HMRC and sends approximately 380m email and 20m SMS campaign communications each year. They also utilise Profile Manager to maintain 11.5 million customer records, which are split out into designated customer groups.

The platform is also integrated with HMRC's contact centre solution to trigger automated real-time SMS communications. Such communications issued using this solution include customer satisfaction surveys and deflection messages. The integration between Webex Campaign and the contact centre solution is reusable across other customer journeys.

In the words of Hinesh Patel, Service Owner at HM Revenue and Customs, "Webex Campaign has simplified our processes through the management of email and mobile messaging communications, through a single platform, across different services and teams.



Results

A platform approach with centralized communications management created multiple benefits for the HMRC team.

Webex Campaign has consolidated their communications channels into one platform, creating operational efficiencies and reducing the reliance on multiple third-party providers resulting in greater speed to market and agility to respond to business needs.

The HMRC team also now have more advanced reporting capabilities with the ability to track specific campaigns,

as well as creating greater visibility of communications across different teams and departments.

The HMRC team are also looking to explore other rich messaging channels such as Rich Communications Services (RCS) and Apple Messages for Business, in order to continue to enhance their communications to customers. These channels promote better trust and security to help prevent phishing scams, as they offer branding and verification, so customers can be confident the communications are from the official HMRC organization.



“We continue to learn about the platform’s CX capabilities and will evolve, improve and refine our processes, as part of our digital transformation ambitions and journey.”

Hinesh Patel, Service Owner, HM Revenue & Customs

July 2025