



CASE STUDY



Applications

When our leading electrical retailer wanted to create a spark.

We helped them charge their call centre.

AT A GLANCE

Business Issue

- Upgrading all legacy systems
- Introducing a new CRM
- Agile, scalable telephony system

Solution

- Unified Communications
 - Avaya
 - Workforce Optimisation
 - SIP Provisioning
- Applications
 - Queue for me

Benefits

- State of the art
- Industry leading platform

Customer's opportunity

One of Europe's leading specialist electrical retailers employing over 40,000 people in 11 countries was embarking on a major systems overhaul encompassing an upgrade of all the major back end systems, launching a new CRM and updating their legacy telephony system. Our client needed a telephony system that was agile and allowed them to be reactive to customer requests. The incumbent system was end of life and no longer supported, putting their entire call centre network at risk with the result being it would not be able to serve their customers.



How we enabled it

Our retail client needed our intelligent queuing solution which allowed them to strike the right balance between staffing levels and customer queuing times. It intelligently monitors queuing times and, based on Service Level Agreements, offers callers the option of being called back. Call back times can be easily varied to account for spikes in volume, set time limits, or calling back within a defined time period or at a convenient, agreed time in the future.

The result? Our retailing client never misses a customer call. They meet their SLAs and optimise the number of agents needed at any given time. From the customer's perspective it is more convenient and eliminates the frustration of hanging on for an indefinite time period and all the negative connotations that go with that.

"We spoke with many integrators but felt that IP Integration were the best fit for us. IPI demonstrated that they had the breadth of knowledge to not only help us today, but to help us with our plans for the future as well. Not only were IPI able to see our vision, they also have a local office which means that if we need support there are people nearby who can be onsite within 30 minutes. They really did tick all the boxes."

Our customer is happy because

Our telephony system is live and fit for purpose to handle the volume of incoming customer queries, and we have a technology partner who is helping us to shape the future of our business and how we engage with customers. IPI's unique telephone queue and call back system prevents our highly valued customers from sitting in a phone queue waiting to speak to an operative. With this innovative system, customers can keep their place in the queue and receive a call back once an operative is free. Next up, IPI will help us implement a multi-channel contact centre for a first class customer service experience.

IN OUR CUSTOMER'S WORDS:

"Not only do we have a fit for purpose system in place but we've reduced our support cost by installing the new system and working with IPI. We now have a state of the art, industry leading platform that we are confident that we are confident that will deliver today, tomorrow and beyond."

95%

of respondents said that they should get through to a human within five minutes.

Source: The worst call centres for waiting times, Which, May 2015

Only

45%

of British callers would keep calm and wait on the line for more than a minute

Source: entrepreneur.com, June, 2015

Find out how IPI can enable your business today and in the future.

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**DELIVERING
BEYOND TODAY.**