



CASE STUDY

**When calls
reached a peak
for our Online
Retailer.
We flexibly
managed them.**

CUSTOMER'S OPPORTUNITY

Europe's leading online retailer offering the world's biggest brands at the lowest prices was embarking on a major contact centre transformation project to enhance customer service and meet seasonal fluctuations, while efficiently managing staffing requirements. A flexible, hybrid, multi-channel solution integrating unified communications for voice, email, and workforce management alongside intelligent networking with SIP services fulfilled the order, providing the flexibility they needed.

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Unified Communications

AT A GLANCE

28 year
online trading
experience

20+
Countries served
worldwide

3m
Global customers

57m
website visits
annually

**DELIVERING
BEYOND TODAY.**



Unified Communications



HOW WE ENABLED IT

IPI replaced this Retail powerhouse's legacy telephony system with a modern, hybrid multi-channel contact centre system incorporating a unified communications solution. This solution consisted of back-end and front-end systems which accommodate the considerable seasonal fluctuations in the retail industry and the resulting staffing requirements.

The front of house, fully flexible licencing structure IPI provided enabled this global retailer to 'flex' their licencing to bring on more agents for busy periods and reduce to their core agents again following the surge. This has enabled them to pay only for what they need, when they need it, from a software licence and support perspective – significantly reducing their Total Cost of Ownership by 15% on a 3-year term.

Our Unified Communications solutions lead this Retail client to faster and improved customer service. We created a unified platform that supports both agent and customer requirements with a powerful mix of technology and capabilities, enabling seamless customer service and customer satisfaction. Seamless integration of voice and email with SIP telephony network services meant that the contact centre teams have smooth, secure and effective communications, with customers via a unified platform.

ONE STOP SHOPPING

The prospect of working with a systems integrator like IPI really appealed to this Retail conglomerate, who has over 28 years of experience of online trading, over 3 million customers and 57 million website visits per year. They currently have dedicated local

market websites in the UK, Germany, France, Netherlands and Poland and, in addition, they dispatch to another 20+ countries worldwide.

Being able to work with just one systems integration partner like IPI, rather than working with various partners for different parts of their call centre infrastructure, which they had struggled with for many years, was a huge benefit. Bringing all the disparate systems and technology, people and processes under one roof, with one partner, to cover all aspects of the call centre requirements, allowed the entire transformation to thrive via one very experienced partner.

OUR CUSTOMER IS HAPPY BECAUSE

They were embarking on a major transformation project, recognising the need to enhance their customer service and meet the ever-rising demand of their customers. They needed to implement a multi-channel call centre, because their existing front of house environment had long been problematic to the organisation in terms of significant service downtime coupled with a back of house system had been out of support for some time.

IPI helped them address these challenges so they were no longer losing ground with their competitors. IPI enabled them to transform their contact centre, and realise the benefits immediately -- the new solution has enabled them to see a 30% improvement in efficiencies in a number of different areas.

IN OUR CUSTOMER'S WORDS:

"Previously everything was done by using spreadsheets which was really time consuming. Many years of working with different partners for disparate systems was very inefficient. Working with IPI, with everything aggregated under one roof was really attractive for us, and we are already reaping the benefits."

30%

improvement in efficiencies

15%

reduction on Total Cost of Ownership during a 3-year term

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

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BEYOND TODAY.**