

Nelson Thornes Ltd.

Nelson Thornes Ltd. is one of the UK's leading educational publishers supplying engaging and creative blended learning resources of the highest quality. Their publications support teachers and motivate students of all abilities, from Primary through to Higher Education. Nelson Thornes is the only educational publisher to be endorsed by the Assessment & Qualifications Alliance (AQA) – the largest of the three English exam boards. The company is also part of Inifinitas Learning, one of the largest multimedia educational publishers in Europe.

Overview

Maximizing functionality and building strong relations

As a multi-faceted business with a busy customer contact centre and 100 remote users, Nelson Thornes were looking for a support partner that they could build a strong relationship with based on a true understanding of the business. They were also interested in capitalizing on the functionality of the feature rich Avaya contact centre, and making the most of its VoIP capabilities.

Objectives

- Establish a strong account management and technical support relationship ensuring two-way input and negotiation, for the best use of systems,
- Investigate new ways in which the existing infrastructure can be used for improved services including cost savings, where applicable
- Make the most of the VoIP functionality of the new Avaya voice system
- Ensure remote workers are working efficiently and seamlessly as part of the team

Solution

- A strong working partnership has been established with high levels of trust and delivery of account management and technical support services
- Pre Sales and technical support experts work directly with contact centre supervisors to ensure design, build, testing and implementation of the call centre and functionality is working at its optimum
- A contact recorder solution to record customer conversations is now used, for training and monitoring quality standards
- Skill Set routing has now been implemented for directing customer calls
- 100 remote users have now been supplied with VoIP telephones

Benefits

- Call costs with the VoIP system have fallen
- Remote users can now function efficiently and seamlessly as 'internal' staff in terms of telephony
- Advisers are more efficient with the benefit of calls being routed via skill set functionality, to the most appropriate staff member for dealing with the query.
- Trade customers are given access to specific advisors who can process their order and minimize call times

“Proximity Communications have been a dream to work with. We have built an excellent working relationship with consistently high levels of excellence in the fields of account management and technical support.”

Gareth Marshall
Help Desk – Team Leader
Nelson Thornes Ltd.