

Case Study

Increasing revenue and bottom line through improved call handling strategies



The Issues

We have branches throughout the UK, each typically providing 500-1000 square feet of floor space and employing 5-10 staff. Although our branches gain from some casual footfall, much of the company's business comes from high profile national advertising campaigns which generate significant numbers of telephone enquiries.

The two major issues for the company being addressed by this project are in better understanding which campaigns were generating the best results and ensuring that incoming telephone calls are handled efficiently to maximise business potential.

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Following improvements in the way calls are handled, we've seen an 18% drop in missed calls while sales have increased by over 12%. We also now have management reports which enable us to allocate our advertising budget more effectively.”

Group Director

The Benefits

- ✓ Significant reduction in missed calls by using alternative answer points
- ✓ Able to measure effectiveness of each campaign and more strategically allocate marketing budget to achieve optimum results
- ✓ Supplementary benefits include improved customer service with pre-recorded announcements for store opening times, directions to local store, promotional announcements, etc.

The Solution

SIP Trunks were deployed to connect the existing in-store PBXs to the TeleWare platform. These trunks were used to deliver hosted call management services as well as the connection into the public telephone network (PSTN). The latter allowed the business to make significant cost savings by taking out expensive traditional interconnects, typically ISDN links.

Each national advertising campaign is allocated a dedicated telephone number. Knowledge of the calling and called numbers provides valuable information to allow advertising campaigns to be optimised by region to achieve the best results for each store and the maximum impact from the marketing budget.

An IVR (Interactive Voice Response) solution with TeleWare's Intelligent Numbers, delivered as a Hosted Service, provides call management across all stores. Use of alternative call answer points increases call answer rates – for example, larger stores take calls for smaller outlets when there is no answer within a set time period because staff are busy serving customers.

Managers are able to readily customise the call management applications in-house, for example, to announce special promotions or seasonal changes in store opening hours, as calls are answered.



The Benefits

The new inbound call handling system was deployed for a modest monthly service charge. The solution increases staff effectiveness by filtering out those calls that can be handled efficiently without requiring their involvement. This allows the existing staff to handle more calls from customers needing to speak with someone.

Management reports are available showing the number of calls received from each advertising campaign as well as the geographic area of callers. This enables the business to optimise its advertising spend and maximise revenue opportunities.

Reports also show the distribution of incoming calls, answer rates and the numbers of dropped calls. This allows managers to identify any issues, optimise the distribution of calls amongst its stores and arrange further staff training where necessary.

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