

# Case Study

## Adding telephone features to enhance customer service and increase sales



### The Issues

Like many smaller businesses, this supplier of hardware components to trade and the DIY market was finding trading conditions tough in the present economic climate.

Much of the business comes as a result of telephone enquiries to confirm product availability or specify requirements prior to collection. The company was looking for ways to avoid missing calls and losing business without having to have additional staff to handle calls, particularly during lunch breaks and after normal office hours when the trade counter could also be busy. They also saw a need to reduce overhead costs as margins continued to be squeezed.



*We have not only cut our telecoms bill by over £1200 per annum, we are offering a better service to callers and have seen a 6% increase in sales in the last 9 months.*

Proprietor



### The Benefits

- ✓ Enhanced customer service with automated out-of-hours calls handling service and tailored messaging services to inform callers of collection hours, for example
- ✓ Greater percentage of calls answered first time, without increasing staffing levels, by routing to mobile or home numbers during busy periods
- ✓ Future-proofed solution, enabling the business to complement its existing voice system and extend its capabilities while reducing overall communications costs

# The Solution

The ISDN link was replaced by a TeleWare IP Trunking solution running over the existing DSL line. The SIP Trunk is used to connect the customer's telephone system to TeleWare's data centre enabling its existing voice service feature set to be complemented by IVR (Interactive Voice Response). This includes call routing dependent on time of day and call queuing from the cloud to avoid missed calls, all delivered as a hosted service requiring no changes to the on-site voice equipment.

The IVR solution ensures that calls are always answered promptly and put through to an available and relevant person, even when they are away from the main desk. During busy periods or if no-one is available to answer a call straightaway, the hosted solution allows calls to be held in a queue without using up line capacity or ports on the PBX. This ensures the next caller does not receive an engaged signal and, potentially, go elsewhere.

Use of alternative call answer points increases call answer rates. For example, during busy periods or outside of normal opening hours, where no-one within the store is available to answer a call, it can be automatically routed to the mobile phone of a colleague currently working off-site.

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

A major benefit for this small business is that, although the telephone system has been improved to offering a better service to customers, operating overheads have been reduced significantly by removing the requirement for the ISDN link.

The lifecycle of the customer's on-site telephone system, which had seen significant past investment, has been extended by complementing its in-built feature set to allow calls to be handled more efficiently to improve customer service and staff productivity. This was achieved for a modest monthly charge and without the need for further upfront capital expenditure.

The business owner is confident he now has in place a longer-term affordable solution that will allow him to replace their ageing telephone system with a solution that requires minimal capital expense, can be budgeted for on a monthly basis and is readily scaled to meet any future upturn (or contraction) in business.

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