

## Case study - Conrad Electronics

Conrad is Europe's largest multi-channel introducer of electrical goods, with 130,000 products and more than 14 million customers. The company is the exclusive distributor for many leading European brands including Voltcraft, Renkforce, Toolcraft and McBrown.



**Company**  
Conrad Electronics



**Business Type**  
Electromnic goods retailer



**Number of employees**  
550, 14 UK based



**Requirements**  
With all calls from the UK previously routing to its Customer Contact Centre in the Netherlands, Conrad wanted a VoIP telephony solution for its new Customer Contact Centre in the UK.



**Solution**  
VoIPOffice™ Hosted  
for Call Centres  
Business Multi Plan  
talkAssure™  
SIP trunking  
OrderlyStats Reporting  
Suite

### THE CHALLENGE

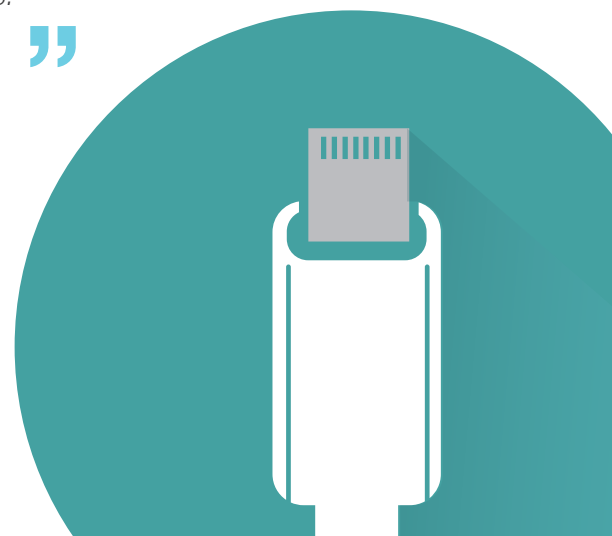
With all calls from the UK routing to a call centre in the Netherlands, Conrad wanted to open a new UK Customer Contact Centre to achieve better control over its telecommunications and improve the standard of service for customers in the UK.

### THE REQUIREMENT

As a constantly evolving business managing hundreds of calls from the UK every day, Conrad wanted a VoIP telephone system to keep the cost of its calls low and provide flexibility to add additional lines quickly and inexpensively. The company also wanted a system that would enable them to ensure each call centre agent is managed effectively.



*We recently opened another Customer Contact Centre in Switzerland, so we use the VoIPOffice IVR to route some calls out there when resources in the UK are stretched. The system has therefore played a key role, uniting operations across Europe at a low cost and with few hardware/ software changes.*





## THE SOLUTION

Conrad worked with a dedicated Telappliant account manager to determine the most appropriate VoIP package. With calls charged at less than 1p per minute and additional functionality such as a supervisor panel and real-time agent monitoring, the VoIPOffice Hosted for Call Centres phone system, partnered with Telappliant's Business Multi Plan call package, were identified as the ideal solution.

VoIPOffice Hosted for Call Centres is an IP PBX solution hosted by Telappliant 'in the cloud'. It allows Conrad to enjoy the features and benefits of an advanced business phone system but without the hardware and maintenance costs.

The Business Multi Plan package sits alongside VoIPOffice and brings together landline and mobile minutes for outbound calls to UK, European and international destinations in one inclusive call plan. Currently, the Business Multi Plan provides Conrad with 2,000 European landline minutes, 500 mobile minutes and 50 rest of the world minutes every month.

With the talkAssure SIP trunking solution, Conrad benefits from 45 virtual telephone lines and 15 extensions over a single high-speed Internet connection. This reduces costs by more than 60 per cent compared to legacy phone lines and provides enough capacity to ensure phones are never engaged.

Conrad also deployed the OrderlyStats Reporting Suite to help keep track of the factors that drive performance in the

call centre. OrderlyStats provides vital information to help the company assess the impact of new systems and modifications, reward high-performing personnel, identify agents in need of training and handle periods of high demand by adapting shift times.

## THE OUTCOME

Conrad now benefits from a UK-based Customer Contact Centre with a VoIP phone system from Telappliant. VoIPOffice Hosted for Call Centres gives the company control to effectively manage agents while keeping call costs low.

VoIPOffice also provides Conrad with many other advanced telephony features. These include an interactive virtual receptionist (IVR) to allow callers to select options using their keypad, as well as call queuing, monitoring and recording.

With OrderlyStats, Conrad can view call routing capabilities on an agent-by-agent basis or monitor the performance of the call centre as a whole. The tool also provides Conrad with valuable insights into call trends and customer behaviour.

Telappliant hosts the VoIP service in its secure data centre, so it is maintenance-free and there is always space to accommodate growth. Thanks to Telappliant's talkAssure SIP trunking service, Conrad can instantly add additional telephone lines as the business expands.

Telappliant is an Internet telephony specialist with more than 80,000 subscribers and one of the largest Voice over IP (VoIP) networks in the UK.

We offer advanced, feature-rich telephone systems and low-cost call tariffs to businesses of all sizes. Call 0345 400 4040 or visit [telappliant.com](http://telappliant.com)