

Case study - e-services Group

E-Services Group is a global marketing solutions, logistics operations and customer management company comprising three separate businesses. It provides a complete ecommerce solution, including web design, affiliate marketing and social media.



Company
Gold Travel



Business Type
Global marketing solutions, logistics operations and customer service management.



Number of employees
80+



Requirements
A single VoIP telephony system to unify three separate businesses with one convenient solution.



Solution
VoIPOffice™ Hosted Professional
Business Multi Plan
talkAssure™ SIP trunking
SmartQueue Call Management
Global Inbound Numbering

THE CHALLENGE

E-Services Group first approached Telappliant in 2008. Its three businesses were each using separate Aviva analogue telephone systems, which was expensive, difficult to manage, and not conducive to inter-company communications.

THE REQUIREMENT

E-Services wanted to unify the three businesses with one single and convenient VoIP telephony solution combined with various UK and international geographic phone numbers. The company also wanted to adopt a call queuing system and to receive detailed statistics on agent performance to improve customer service.





We chose Telappliant because we knew they would deliver the functionality and service we needed. I particularly like the way VoIPOffice and its control panel are so easy to use. With just one system, it is easy to assign our agents to various queues and change their tasks and responsibilities as required. We can also easily change marketing messages for calls on hold to promote the special offers we are running.



THE SOLUTION

VoIPOffice Hosted Professional is an IP PBX solution hosted in Telappliant's secure data centre. It allows E-Services to enjoy the features and benefits of an advanced business telephone system but without the hardware and maintenance costs. Calls are charged at less than 1p per minute, with free calls between Group businesses, so VoIPOffice partnered with Telappliant's Business Multi Plan call package significantly reduces the cost of calls.

The Business Multi Plan package sits alongside VoIPOffice and brings together landline and mobile minutes for UK, European and international destinations in one inclusive plan.

To deliver the telephony capacity E-Services needs, Telappliant's talkAssure SIP Trunking solution provides 35 virtual telephone lines and 30 extensions over a single high-speed Internet connection.

SmartQueue call management has also been installed to improve caller satisfaction, customer loyalty, agent morale and sales revenue. SmartQueue is automatically deployed whenever there are more incoming calls than agents available. Instead of hearing the engaged tone or waiting on hold, callers are given an estimated wait time and advised to hang up and call back after that time has elapsed. When they call back, they are recognised by the system and restored to their place in the queue for immediate service.

SmartQueue can be deployed within minutes and needs no additional hardware. It also comes with SmartStats Reporting Suite, which provides vital information to help E-Services assess the impact of new systems and modifications, reward high performing personnel, identify training needs and handle periods of high demand by adapting shift times.

THE OUTCOME

Within a few weeks, E-Services' new VoIP telephony solution was in place. The company made a smooth transition away from its Aviva analogue system and suffered no downtime during the implementation process.

E-Services now benefits from a single unified business telephone system, which provides low cost calls, geographic numbers and advanced call handling abilities to improve customer service.

VoIPOffice also provides E-Services with many other advanced telephony features. These include an interactive virtual receptionist (IVR) to allow callers to select options using their keypad and enhanced automatic call distribution (ACD), which automatically distributes inbound calls and informs callers of their place in the queue.

Now that SmartQueue is in place, callers have a more satisfying experience as they no longer have to wait. What's more, with SmartStats E-Services can view call routing capabilities on an agent-by-agent basis or monitor performance as a whole. The tool also provides valuable insights into call trends and customer behaviour.

Because the VoIP service is hosted at Telappliant's secure data centre, it is maintenance-free and there is always space to accommodate growth.

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