

CUSTOMER EXPERIENCE



ABOUT TTS-TOOLTECHNIC SYSTEMS

Type: Retail

Location: England

Configuration: Computer Telephony Integration (CTI), Voice mail, Auto Attendant

Website: www.festool.co.uk

CUSTOMER NEEDS

- Flexible and dynamic call distribution
- Voice mail for all users, accessible remotely
- Intelligently route incoming calls
- Ability to screen-pop information and to dial from screen
- Performance statistics for all calls

"We are delighted with the new telephone system. It has achieved everything we needed from our list of requirements and more. The implementation was carried out well and we are looking forward to extending the use of the system with the implementation of the CTI integration."

– Gary Fenwick, Chief Executive,
TTS-Tooltechnic

TTS-Tooltechnic operates a busy telesales operation, relies heavily on the telephone system and had an urgent requirement to improve on the current system functionality

When a key reseller of data and networking equipment introduced telecommunications solutions to its portfolio, one of its key customers took the opportunity to request a proposal to upgrade its communications infrastructure. An opportunity which proved very worthwhile as they not only benefited with improved business efficiencies but also retained a one-stop-shop supplier which could now facilitate all their voice and data requirements.

TTS-Tooltechnic is the UK importer for Festool electrical and air power hand tools and Sata spray painting equipment. Its products are aimed at the professional user looking to benefit from innovative, top quality equipment.

The company operates a busy telesales operation, relies heavily on the telephone system and had an urgent requirement to improve on the current system functionality.

Objectives for a new system were to provide or improve facilities for:

- Flexible and dynamic call distribution
- Voice mail for all users, accessible remotely
- Auto Attendant to intelligently route incoming calls
- Computer Telephony Integration for screen popping and screen dialling
- Performance statistics for calls

According to the chosen supplier to TTS, "We are always careful to select products which we believe offer our clients innovative, reliable, flexible and upgradeable solutions that are good value for money. We only offer systems from one manufacturer as we believe that the products they offer fit our criteria. They also offer extensive pre-sales and technical support, when required, which is not available from any other manufacturer to the small business sector."

According to Gary Fenwick, Chief Executive of TTS-Tooltechnic, "During the decision process the system was chosen as the ideal switch for TTS-Tooltechnic and with it the Callview software for CTI and call monitoring / performance statistics."

After discussions with TTS-Tooltechnic to confirm their business requirements, a visit was arranged to look at all the systems available in detail and in operation at a dedicated demonstration facility. The centre has fully operational working systems and full demonstrations are available covering all the relevant features required by a potential client.

SOLUTION COMPONENTS

- Mitel® Communications Platform
- Computer Telephony Integration (CTI)
- Voice mail
- Auto Attendant

RESULTS

- Improved Customer Service levels
- The flexible and scalable system will grow with the business
- Call efficiency and performance statistics available

A wide range of phones are available, but it was the executive display phones that were especially chosen for all users who spent the majority of their working time speaking to customers on the phone.

A market leading CTI package Callview provides a range of functionality but it was the following key aspects that TTS-Tooltechnic required:

1. Ability to record all activity on the system and give flexible reports.
2. Link to their existing database to "screen pop" the caller's details.
3. Provide efficiency and performance statistics for:
 - Missed call per department
 - Volume of calls per department
 - Response time in answering by operator

Installation was carried out over a holiday shut down period to avoid disruption to the business and the telesales office operation.

Training was given by the reseller's dedicated trainer when the company reopened after the holiday period. Calls are now answered on the main number by the Auto Attendant whereby callers are given choices for the relevant departments. Callers can also leave messages if departments are busy. TTS-Tooltechnic staff are effective in managing their mail boxes each day and recording a new message with the day's date, giving callers the confidence their messages will be returned.

Stage two involved the installation of screen popping. It was decided to introduce this functionality separately to allow the users to become efficient in using the system first. This provided the user with the ability to "screen pop" customer / caller details from a database on to their computer screen when a call is made / received.

The system has provided all the functionality required by the client plus much more that they can make good use of in the future. Support of the product by a local supplier and backed up by the manufacturer gives real confidence to the client that this was the right decision for the business.

The reporting software is easy to use and very informative. It has helped to make useful business decisions and improve customer service levels.

The upgradeable nature of the system means that they can be confident that another phone system will not be required in the business for many years.

Gary Fenwick said: "We are delighted with the new telephone system. It has achieved everything we needed from our list of requirements and more. The implementation was carried out well and we are looking forward to extending the use of system with the implementation of the CTI integration."

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