

easyCar

A CTI Solution



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Rupert Curthoys, easyCar



When business grows beyond expected estimations most people would agree it's a good problem to have. However, if you don't have the technology in place to handle the growth this 'good' problem can soon bite back.

This case study examines the issues faced by the UK's leading low-cost car rental company as they reacted to the unprecedented growth of its national call centre.

CUSTOMER BACKGROUND

easyCar aims to offer outstanding value for money which means a reliable service at a low price. It is achieved by simplifying the product it offers, and passing on the benefits to the customer in the form of lower prices.

easyCar aspires to re-invent the car hire industry which looked like the airline industry did five years ago, a cosy fraternity that relied on the corporate market.

By offering customers affordable car rental prices easyCar intends to give consumers a reason to give up car ownership and rent a car when they do actually need one.

THE BUSINESS CHALLENGE

Finding itself needing to expand its call centre operation but having no support on its existing telephone system easyCar took the view that its telecommunications needed reviewing and potentially replacing.

"easyCar has had overwhelming success over the past year. Our call centre operations have increased 500% and we are now taking well over 2500 calls a week. This sort of growth is

unsustainable without the technology growing with the business." commented Rupert Curthoys, easyCar.

easyCar needed to improve its call centre operation in a number of key areas:

- Peak call traffic - Without a new system immediate responsive action to peaks and troughs was impossible. This was resolved in April 2002 when all call centre activity was brought in-house and the telephony upgrade was completed.
- Call Reporting - easyCar's incumbent system was out-of-date and did not offer real-time reporting, make staff scheduling or blend calls.
- Call management/routing - easyCar has made good use of the Inter-Tel voicemail facility by using it to offer 'self-help'. This clever method of assisting callers means easyCar doesn't have so many call handlers answering calls and therefore overheads are reduced. This system also keeps the Customer Service cost base down in-line with easyCar's low-cost approach - savings are then passed on to the customer in via low rental rates.

WHY INTER-TEL EUROPE?

By quickly identifying easyCar's requirements a leading Inter-Tel reseller was able to recommend the perfect telecommunications solution - the Axxess platform. This award winning platform seamlessly integrates with third party software via its Open Architecture Interface (OAI) allowing customers to tailor a solution ideal for their requirements.

THE BUSINESS SOLUTION

"The versatility and scalability of the Axxess allowed easyCar to implement a solution which not only incorporated detailed report management via computer telephony integration but also allowed scope for significant growth within the company" said, Rupert Curthoys, easyCar.

The call centre now contributes a significant amount to the company's revenue, call times are quicker and the whole operation of interaction via the telephone is much smoother and faster.

RESULTS

Since implementing the Inter-Tel solution easyCar has noticed significant improvement in business operations across the board.

"We are now able to have a much tighter handle on the types of calls our call centre receives. Clever routing means that callers are answered by agents that can help them, whether it be a French customer wanting to speak to us in French, or a booking, breakdown or general enquiry. All calls are routed to the appropriate individual who help the customer quickly and efficiently without the need of transferring calls between agents." concluded Curthoys.



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