

Case Study

In-Business Reservations A CTI Call Centre Solution



If you focus on delivering quality customer service and your customers expect it to be maintained you need a communications solution which keeps you one step ahead of the game. This case study highlights how a leading event management company got the results they needed with an Inter-Tel solution.

“...when that all important customer calls us they will be answered within ten seconds and by the right person.”

Nick Perry, IT Director, IBR

Customer Background

Since 1988, In Business Reservations (IBR) has established itself as the UK's leading provider of meeting and event solutions, offering a free venue-finding service.

Its range of innovative meeting and event solutions is constantly expanding, as it grows to meet its clients' changing needs. ILLICO Events, a sister company, produces unique global creative events for many of the UK's best-known brands. With total bookings now up to £60m, IBR continues to use its buying power to source the best venues at preferential rates.

Whatever your requirement - be it venue-finding, accommodation, event production, delegate management, audio visual equipment, private dining or team-building - IBR will work in partnership with you to achieve your objectives.

The Business Challenge

IBR's business challenge was an obvious one to IBR. The 'Customer is King' is an adage which truly hits home with IBR and as such the company sets high expectations on delivering quality customer service. The company places significant focus on what is more often than not a company's first chance to impress - the telephone.

IBR needed a communication solution which could handle complex call routing for its 100 seat call centre without leaving the caller on hold for too long. The solution also needed to have the capability to record conversations for both training purposes and to enhance the customer service offering.

IBR's incumbent telephony supplier simply could not live up to the requirements demanded by the company and expected by the customer.



The Solution

IBR spent considerable time researching solution providers and could not find the right partner to deliver both the software and hardware. That was until they met up with a leading Inter-Tel reseller who spent the time required to better understand the business issues faced by IBR. They knew straight away that they could deliver a solution which would meet expectations.

By working closely with both the customer and Inter-Tel the reseller designed and wrote a bespoke call handling software package which seamlessly integrated with the Axxess, as well as other 3rd party software required for the solution to work.

Nick Perry, IT Director, IBR commented, *"We were very pleased by how comprehensive the solution is. We are now secure in the knowledge that when that all important customer calls us they will be answered within ten seconds and by the right person. That's a pretty powerful solution and one which sets us apart from our competitors."*

Why Inter-Tel?

One of the recognised superior features of the Axxess is its ability to allow 3rd party companies to develop bespoke solutions. In this instance, Inter-Tel's reseller was able to leverage the dynamic open architecture of the Axxess platform to deliver a comprehensive and reliable solution.

Results

Since the implementation of the Inter-Tel solution IBR has recognised improvements across the company, from general business practice through to improved staff morale in the call centre.

Calls are now answered within 10 seconds and, using SkillMap, the bespoke call handling software solution, all calls can be reported on allowing the call centre manager to be handle staff rotation.

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