

Case Study

“Since its installation we have noted a increase in quality of calls handled which in turn has meant improved customer relationships.”

Roger Irwin Managing Director, Rytons

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Rytons A Record-A-Call Solution

When your company receives nearly all its orders over the telephone it is imperative you know calls are being handled and processed as efficiently and effectively as possible.

This case study looks at a solution whereby a company in a similar situation utilised Inter-Tel's Record-A-Call feature to enable in-house training among its call centre staff - seeing almost immediate improvements in call handling.

CUSTOMER BACKGROUND

Established in 1972, Rytons is a manufacturer and distributor of natural ventilation products. The company provides a next-day delivery service throughout the UK and considers itself to be technologically advanced for a small to medium enterprise.

THE BUSINESS CHALLENGE

Rytons needed a telephone system that offered the ability to record a telephone conversation to monitor the quality of outbound calls from its call centre without having the expense of a dedicated voice recording package.

THE BUSINESS SOLUTION

Rytons chose the Inter-Tel Axxess platform to handle all the calls not only in its call centre but throughout the company. Record-A-Call is a standard feature of the Inter-Tel Axxess platform and as such was the perfect solution for Rytons.

RESULTS

Roger Irwin, Managing Director, Rytons commented, *“The decision to install the Axxess was an easy one once we realised how flexible the switch was and how easily it delivered the solution to our call recording requirements.*

Being able to record a telephone conversation at any given time and being able to retrieve the call from a PC or Handset enabled Rytons to significantly improve its customer service.

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