

**CHIP & PIN**
SOLUTIONS*...where service matters***Industry**

Finance. Contact Centre.

Customer

Chip & PIN Solutions Ltd

www.chipandpinsolutions.co.uk**Reseller**

Elite Telecom

www.elitetele.com**Challenge**

To provide a call reporting solution that helps supervisors manage call traffic, informs management decisions, and improves sales and service outcomes.

Solution

A call reporting solution that targets the areas necessary to:

1. Measure and monitor call volume.
2. Understand peaks and troughs.
3. Help manage staffing levels.
4. Increase revenue.
5. Improve customer care.
6. Promote excellent customer service.
7. Increase staff productivity.
8. Monitor staff performance and service levels.

Chip & PIN Solutions Ltd

Chip & PIN Solutions Ltd. is dedicated to providing first class service to all its customers. There are a number of small contact centres within the business as well as a larger central customer services department.

The Challenge

When Chip & PIN Solutions Ltd went into business ten years ago, great customer service was top of the agenda. But as the business grew rapidly, so did the queues of incoming calls and customer waiting times. There was soon an urgent need to identify why this was happening and how to manage it. At the same time the company directors were keen to have more information concerning call traffic across departments to help them allocate resources, set targets and improve service levels.

The Solution

Mark Harris, Head of ICT & Facilities, researched a number of call reporting options. He wanted a solution that would be robust and flexible enough to manage information across departments, separately and as a whole. He chose Oak's ReportX, with additional wallboard display, as recommended by their phone system supplier Elite Telecom.

Chip & PIN Solutions Ltd later became one of the first businesses to take up Evolve; Oak's award-winning, real-time call reporting and analytics solution. Evolve integrated perfectly with the Avaya IP Office, which the company was already using, and introduced a host of advanced features.

“ We looked at a lot of call reporting solutions, but Oak stood head and shoulders above the rest; it changed the game when it came to identifying our business needs.”

Mark Harris
Head of ICT & Facilities

The Result

Chip & PIN Solutions Ltd opted to use call reporting in all of its contact centres to give supervisors feedback on departmental performance as well as generating overarching reports for the benefit of the company directors. Harris says that the business benefited from day one.

The whole system is sophisticated but also very user-friendly.

“ Suddenly we had fresh insight into what was happening across the business. Via the use of wallboard displays and regular reports, we could see exactly how many calls we were dealing with throughout the day and how long it took us to answer them. Since this information could be broken down departmentally, it helped us navigate everything from our phone contract to staffing levels, from seasonal spikes to lunch breaks.

As a fast-growing business, this has proved ‘make or break’ information. Evolve quickly picks up spikes in call volume, meaning we can rise to the challenge instead of wasting an opportunity. A great example was the run up to Christmas, when the system highlighted an influx of enquiries to our short-term hire department due to all the seasonal markets and outdoor events. We hired extra staff to handle the additional calls; those people have since been employed elsewhere as need has dictated.

We have also improved the quality of service that we offer customers. Using caller number recognition, our staff can offer an almost bespoke level of assistance. This has made us more professional in our interactions, whether we’re dealing with famous clients, like the BBC and Virgin trains, or a customer who wants to be reconnected with the last person they spoke to.

Evolve is also a great motivational tool. The wallboard display works brilliantly in our sales department, displaying call times and the number of calls answered per agent. Used wisely, it encourages a healthy and effective sense of competition.

I honestly wouldn’t go anywhere else for my call reporting needs. Oak’s service level calculator is fantastic, and has been invaluable in helping us to maintain and work towards the top class customer service and business performance that we set out to provide. We’ve more information than ever about where the calls are coming from, and more power to manage them as we want to... But this is what we love about Oak: the whole system is sophisticated but also very user-friendly – it doesn’t baffle people but makes the very most of our capabilities. ”

“ We are now looking at introducing other contact management solutions, such as call recording; Oak are the obvious first port of call as they offer the complete package. ”

Mark Harris
Head of ICT & Facilities

Oak Innovation Limited
7 Albany Park, Cabot Lane,
Poole, Dorset BH17 7BX
tel: 0800 9889 625
email: sales@oak.co.uk
oak.co.uk

Oak is an accredited ISO 9001:2008 company.

Oak Systems International
Eaton Center, 1 Dundas Street West, Suite 2500,
Toronto, ON M5G 1Z3 Canada
toll free & fax: +1 888 720 6968 **local & fax:** (+1)647 723 7049
email: sales@oaksi.com
oaksi.com

Oak products are available from accredited resellers within the UK and internationally.

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