

Industry

Holiday property exchange

Customer

Dial An Exchange Ltd

www.dialanexchange.com

Reseller

Townley Network Solutions

Challenge

To provide a solution that would increase staff productivity and revenue, while maintaining and promoting excellent customer service standards.

Solution

A call reporting and recording package that targets the areas necessary for Dial-An-Exchange to:

1. Increase revenue.
2. Promote excellent customer service.
3. Increase staff productivity.
4. Monitor staff performance.
5. Recognise, reward and promote best practice.
6. Understand what factors deliver the best results.
7. Extrapolate how long it should take to close a sale on the phone.

Dial An Exchange Ltd

Dial An Exchange (DAE) is a world-leading members' club for holiday property exchanges. The company has been trading since 1997, has 11 offices across the globe, and more than 600,000 members. The UK branch has a team of 17 staff, most of whom man the phones selling or taking bookings.

The Challenge

DAE UK had a very basic call reporting system in place, but it was failing to keep pace with the requirements of the business.

Like many thriving companies, DAE had built a reputation for friendly, customer-focused service and was eager to maintain this. At the same time, there was mounting pressure to make sure that time spent on the phone was also as productive as possible. The new system would have to deliver both.

DAE also wanted to recognise the staff that were putting in the extra effort, and to identify what made the difference in terms of reaching a sale, so they could improve performance across the team.

The Solution

Managing Director **Oliver Green** met with local Oak resellers, Townley Network Solutions, and Oak account manager **Lee Porter**. Lee showed how comparing data captured in a call reporting and recording system would enable DAE to understand how successful their staff really were and how they could do better.

“ We quickly realised that both call reporting and recording were essential parts of the solution for us. Both Townley and Oak have been really supportive throughout, providing a system perfectly adapted to our needs, and are always quick to resolve any issues. ”

Oliver Green MD
Dial An Exchange Ltd

ideas that change everything

Oak 
innovation

The Result

Oliver believes that the information made available through his Oak system has made his staff much better at their jobs, bringing tangible improvements to customer interactions and the business bottom line.

The end result is more efficient and effective customer service, and a more profitable company.

“The genius behind having both products is that you can bring different types of data to the table, comparing information to better understand why something is happening, what can be done to improve employee performance, the sort of targets we should be aiming for, and so on.

For example, the system reports on three specific pieces of data: time spent on the phone throughout the day, the duration of each call, and the number of incoming and outbound calls. By comparing these results with, for instance, the commission levels of each employee, we can begin to predict the average or ideal length of time spent on the phone to make a sale.

A case in point was when we had one team member who regularly spent an extra half hour on the phone each day than everyone else, which made him look very productive and hard-working. However, his poor commission levels suggested that this probably wasn't time well spent. Using the Oak system, we could listen to the calls and identify aspects of the conversation that were irrelevant to the sale or service required. This helped him to become more focused and his performance improved, even though he might spend less time on the phone.

By comparing data in this way, we have been able to hone our targets to a maximum of 15 minutes per call, and we challenge staff to aim for 3 hours (minimum 2 hours) on the phone in a day. We monitor these statistics on a daily basis, and follow an agent's performance over time. We can actively encourage a team member whose performance improves (and understand why and how), and use call recordings to train them in areas where they can do even better. The end result is more efficient, more effective customer service and a more profitable company.

Moving forward, we will definitely be looking to Oak to take us into real-time reporting, as and when we upgrade our telephone system. That's the way that customer service is going and it will help us become even better at what we do.”

“It has been an absolutely worthwhile investment; we have tools that have made every one of our sales team better at what they do. If that accounts for just 2 or 3 more bookings a year each, then we have achieved a return on our expenditure within 12 months. But more than that, we understand the 'why' and 'how' of what makes successful communications.”

Oliver Green MD
Dial An Exchange Ltd

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