



# Telecoms Transformation

## Facts & Figures

### The Company

The Harley Medical Group

### The Requirement

Improved Customer Experience  
Real Time Reporting & Accountability  
Automated Call Recording  
Automated Call Distribution

### The Solution

NEC Univerge SV8100 Platform  
Unified Communications for Business  
NEC MyCalls Call Manager  
NEC MyCalls Call Recorder

### The Harley Medical Group

Established in 1983, The Harley Medical Group (HMG) is among the UK and Republic of Ireland's Leading Cosmetic Surgery Groups.

HMG wanted to replace the Avaya telephone system in their contact centre in Birmingham, as it had become outdated and did not include all of the necessary features to ensure smooth running of the business.



## THE HARLEY MEDICAL GROUP

### Fulfilling the Requirement

With approximately 90% of contact with customers being over the telephone, the telephone system really is at the core of HMG's business. Having made the decision to upgrade their telecommunications infrastructure, HMG put together a list of requirements for their new solution, as follows:

- Automated call recording
- Automated call distribution
- Contact centre reporting
- Screen popping and screen dialling

As part of our business consultancy procedure we worked with key personnel at HMG to examine existing business processes and get to know the customer's 'pain points'. During this analysis it became apparent that we were able to achieve and exceed their wish list.

Our solution was the NEC Univerge SV8100 with Unified Communications for Business (UCB), MyCalls Call Manager and MyCalls Call Recorder. The UCB was programmed to meet HMG's exact requirements and we implemented custom built scripting to create a bespoke, integrated contact centre solution.

### Improved Customer Experience

Previously, agents were required to look up customer details on ClinicMaster (HMG's CRM system) when answering an incoming call - which was time consuming and lacked professional polish. The screen popping feature on the SV8100 recognises the caller ID from an incoming call and integrates with ClinicMaster, to display the caller's details on the agent's screen as they answer the call. This feature enables calls to be answered more professionally and dealt with more efficiently.

### Real Time Reporting & Accountability

HMG required accurate call reporting to enable them to increase the efficiency of their agents. The flexibility of the reporting tools on the new system enables contact centre managers to make informed decisions about staffing numbers, training requirements, and timings of breaks (to manage busy times of the day). As a result, HMG has improved their level of service and increased productivity.

### Automated Call Recording

HMG's previous system did not offer call recording. Now all calls are recorded by default which has resulted in better training capabilities, thereby refining call-handling skills. It also, when necessary, provides the facility for dispute resolution.

### Automated Call Distribution (ACD)

Prior to the installation of the new system, agents were designated as either working on 'inbound' or 'outbound' calls. The existing system did not prioritise the more valuable incoming calls over outbound calls, and HMG were concerned that sales enquiries were being missed. Using the ACD and outdial functions, we were able to 'blend' the call environment, so agents can work on both incoming and outgoing calls. Incoming calls are prioritised, and presented to an agent as they arrive, ensuring all enquiries are captured - HMG estimate a 20-30% increase in call answer rates. The ACD also reduces caller hold time and distributes call volume evenly amongst HMG's contact centre agents.



*"The Harley Medical Group's experience of dealing with Incom has been a positive and productive one. Throughout our relationship, I have found Incom's staff to be very helpful and professional. All issues or queries are dealt with in a timely and appropriate manner and I would not hesitate to recommend Incom to other companies."*

- Denise Emsley, Central Reservations Manager, HMG

### Exceeding the Requirement

#### Outdial and CRM Integration

Due to the length of time between an initial customer enquiry and a decision to proceed with a cosmetic procedure, it is vital that HMG schedule call backs to follow up any enquiries. Prior to the installation of the NEC system, scheduling of outbound call campaigns was managed by HMG's ClinicMaster supplier - this included call backs to website enquiries. Utilising the NEC's outdial feature, we created 'call back' queries within the telephone system to automatically add call backs to the outbound queue on a specified date. Thereby all potential leads are followed up.

Outbound call campaigns are now scheduled by contact centre managers, giving them the flexibility to meet variable requirements. Outdial queuing has improved productivity as well as the quality and success of customer communication. With the previous system, agents would manually enter the outcome of every call into ClinicMaster, which was time consuming and relied on the agent for accuracy. With the new system, as calls are completed, agents are offered a series of 'wrap up' options to choose from and the information is seamlessly transferred from the telephone system to Clinicmaster.

#### Our Solution has Dramatically Improved:

- Call answer rates for inbound sales calls
- Inbound callers' perception of the business
- Accuracy & depth of call information in CRM system
- Follow up rates for customer enquiries

#### Reduce Your Costs and Improve Efficiency

Incom Business Systems has spent 23 years at the leading edge of the business communications industry and our team is made up of highly skilled individuals. Combine this with an extensive, proven portfolio from industry leading manufacturers and you have a single, trusted partner for all your business communication requirements. We develop relationships with our customers by gaining an understanding of how their individual business needs to communicate, and then meeting these specific needs. Incom Business Systems provide one bill and one point of contact for everything from telephone systems and data networks to line rental, call charges and business mobile. Contact us today to find out how you can reduce costs and increase productivity in your business.



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