



More than a Dog and Bone!

Facts & Figures

The Company

The Kennel Club

The Requirement

Reduced Expenditure

Call Routing between two sites

Ability to make programming changes in-house

Contact Centre Reporting

The Solution

NEC Univerge SV8100 IP Platform

Unified Communications for Business

MyCalls Call Manager

MyCalls Call Recorder

The Kennel Club

Founded in 1873, The Kennel Club is the UK's largest organisation dedicated to the health and welfare of dogs.

The Kennel Club originally approached Incom Business Systems in a bid to reduce maintenance costs on the BT Option 11 telephone system in their contact centre in Aylesbury.



Fulfilling the Requirement

Having originally been tasked with reducing the cost of maintenance on the existing system at the Kennel Club's contact centre, we carried out an assessment of their existing communications infrastructure and business processes [across their two sites in Aylesbury and London]. We identified a number of areas where we saw potential for improvement, whilst reducing ongoing expenditure. Their existing system was complex and could not be administered in-house, even for the most basic of programming changes. Therefore, The Kennel Club was incurring call out charges of £1100 per day for an engineer's visit whenever they needed any amendments to the system. Ongoing maintenance charges on the system were costly and adding new extensions to expand the existing infrastructure would also

be cost prohibitive. In addition, the existing statistics and call reporting capabilities were insufficient for growth of the business.

Based on this assessment, we proposed a replacement, feature rich solution which would improve business processes and productivity, whilst reducing ongoing costs and providing return on investment. Our solution was an entirely IP, NEC Univerge SV8100 at the contact centre in Aylesbury and another at The Kennel Club Head Office in London. The Kennel Club made use of some of the more advanced features of the system, including Unified Communications for Business (UCB), MyCalls Call Manager and MyCalls Call Recorder.

Reduced Expenditure

A cost effective solution was high on the list of priorities for The Kennel Club, with their initial

requirement to reduce ongoing maintenance charges. They were paying BT over £35,000 per annum to maintain their previous telephone system – we were able to save them a third of this cost. The customer was also renting a private, and therefore costly, leased line, in order to pass calls between their two sites in Aylesbury and London. This cost was eliminated by providing a Voice Over IP solution and linking the two sites utilising the customer's existing wide area network for inter-site calls.

Call Routing Between Two Sites

Previously, the customer was only able to make 8 inter-site calls at one time, via their leased line, which was not sufficient for the

See over for more details...

traffic between the two sites. By linking the sites over IP, 30 concurrent inter-site calls can now be made and the two systems function as a single communications platform. The two telephone systems communicate over the wide area network and, consequently, the customer is able to make use of a whole range of features across the sites; for example, personnel at one site can see the extension status of their colleagues at the other site and set call backs if extensions are busy.

Ability to Make Programming Changes

Due to the complexity of The Kennel Club's previous system, they were unable to make any programming changes in-house and were incurring costly call out charges for engineer site visits. The software on the SV8100 is user-friendly with a straightforward, Windows based interface. The customer is now able to make most programming changes in-house, increasing efficiency whilst saving money.

Contact Centre Reporting

Previously, the customer was unable to access detailed information on calls or agent performance. MyCalls Call Manager gathers rich statistics allowing a detailed analysis of every call, from cradle to grave. The system includes report templates which can be amended by the customer to suit their requirements. Plotting historic reporting information enables the customer to monitor the level and performance of contact centre agents, predict busy periods and control staffing patterns. Each supervisor has view of all queues and agent status, giving them the ability to manage call flows in real time. The changes have resulted in increased efficiency within the contact centre, whilst the solution has improved reporting and management.

"At each stage of moving all our communications to Incom they have shown their expertise, they have focussed on our needs and made suggestions that have improved our communications. In Incom, we have a partner who understands our business."

- Tim Dixon, I.T. Manager, The Kennel Club

Single Point of Contact

Throughout the whole process, The Kennel Club had one account manager who was their main point of contact for any queries or issues, and who coordinated the efforts of the Incom team. With key members of The Kennel Club's management team, the account manager was able to specifically plan the features and functions for each department, queue, and individual in the business, to see the job through to successful installation and commissioning.



**We were able save The Kennel Club
1/3
of the cost of maintaining their existing
communications solution**

Reduce Your Costs and Improve Efficiency

Incom Business Systems has spent 22 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. To find out how you can reduce costs and increase efficiency contact us today.



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