

AT-A-GLANCE

- Upgrade the legacy telephone system.
- Install SIP trunks to gain free local, national and mobile calls.
- Achieve rapid online stock refreshes.
- Accelerate order processing and despatch times.
- Ensure all calls are PCI-compliant.
- Ensure all customer calls are appropriately routed.
- Enhance internal communications.
- Reduce the total cost of ownership.



Clothingsites.co.uk Drives Expansion with Superfast Broadband and Mitel

Deployed in a rapid timescale as part of a major relocation, the installation of superfast broadband, SIP trunks and a Mitel MiVoice 250 telephone system enables designer menswear firm to reduce stock refresh timescales, enhance despatch times and deliver exceptional customer service.

CHALLENGE

Part of the Clothingsites.co.uk group, Woodhouse Clothing and Brown Bag are leading online menswear retail brands. Employing 50 staff, the group relocated to a 75,000 square foot warehouse, as part of its strategic growth plan.

With over 50 brands and 1000s of product lines, the marketing team needs to update images of new stock on a daily basis. Due to the restrictions of the broadband connection, it took five days to update online content and stock data. This had a negative impact on order fulfilment, warehousing and customer service. The existing infrastructure and telephone system restricted efficient staff interaction, did not support call recording for training and was extremely expensive.

SOLUTION

As an official supplier for the Government's Connection Voucher scheme, Incom Business Systems recommended an upgrade to a 50Mb+ Ethernet leased line connection, supported with automatic ADSL back-up for failover. 20 SIP trunk channels were installed, delivering robust business continuity, reduced line rental costs, the elimination of inter-office call charges and a lower overall total cost of ownership.

The legacy telephone system was replaced with Mitel MiVoice Office 250 delivering out-of-the-box productivity features including unified voice messaging with auto-attendant, meet-me conferencing, automatic call distribution, hot-desking, mobile twinning, mobile hand off, teleworking and reporting. The Oak unified call recording system was upgraded to improve staff performance, ensuring full compliance with PCI regulations and enhancing customer service.

BENEFITS

With superior customer service at the heart of their operations, the move to Mitel MiVoice Office 250 has proved a big success. This solution enhances customer service, streamlining customer call routing to the correct person at all times. The upgraded call recording system helps to enhance staff training and customer service, as well as delivering PCI compliance.

Leveraging voice calls over IP, the company benefits from a significantly reduced total cost of ownership for communications. Deploying SIP trunks has delivered greater control, flexibility, resilience and cost savings. Finally, the broadband connection enables faster online stock refreshes and order fulfilment, plus improved service delivery.



INTERNATIONAL EXPANSION

Founded in 2002, clothing retailer Clothingsites.co.uk primarily operated exclusively in the UK. Recent investment has fuelled the company's vision to grow international sales across the Woodhouse Clothing and Brown Bag brands. Previously located in Cheshire, the group relocated to a 75,000 square foot site in Manchester in early 2015.

The company experienced significant issues with their existing broadband connection. Selling a huge range of menswear, they needed to ensure online stock was kept up to date, employing photographers and digital marketers to keep their two e-commerce websites updated with new stocks images across more than 50 brands. Prior to upgrading their broadband connection, this process could take up to five days to achieve.

To enhance staff performance, they wanted their communications system to help enhance training, delivering a highly responsive and customer-centric service. Overall, their communications infrastructure and system was unable to meet their existing and future requirements and was not delivering the cost savings needed.

Incom worked closely with the IT and leadership team to conduct a thorough audit of the existing system, infrastructure and broadband service. A conversation with Hugh Ramsey, Business Development Manager at Incom Business Systems, convinced their IT Manager, Iain Warde, that moving to an integrated IP platform would save money and provide a resilient solution to meet the firm's future needs.

They accepted Incom's proposal of a Mitel MiVoice 250 IP solution, a 50/100 Mb Ethernet leased line to deliver 50MB+ Internet access connectivity, 20 Gamma SIP trunks and Oak call recording software. One of the key requirements of the deployment was to meet a rapid installation timescale to coincide with the move to new premises.

MITEL MIVOICE 250

MiVoice Office 250 ensures that staff don't miss important customer calls, by allowing external mobile devices to become more integrated with the business. Through a suite of out-of-the-box productivity applications, staff can easily "twin" their desk phone with up to eight other devices, providing enhanced personal accessibility, client availability and an in-office telephony experience while away from their desk. If staff are unable to answer the call, it goes straight to their office voicemail inbox, removing the need for voicemail on other devices.

ULTRA-FAST INSTALLATION

Incom worked closely with the IT team to ensure the installation was performed smoothly, meeting with them on a regular basis to discuss the progress of the project.

"Relocating our business was a major project for us, so we relied heavily on Incom to deliver a trouble-free deployment," comments Iain Warde. "With typical leased line installations taking 90 days, Incom's ability to meet our requirements in 33 days was exceptional," he concludes.

COST SAVINGS

As a result of the new leased line connection, online image updates now take between 24 and 48 hours, improving product line availability and sales. Despatch times have improved due to faster order processing, supported by an increased despatch through-put. The ability to monitor calls has allowed managers to address any training issues, which has had a positive impact on customer service. Based on initial estimates, the installation of SIP trunks will deliver £8000 savings annually, with inter-office and national calls completely free of charge to the business.



"We had a very tight deadline for the deployment of the new infrastructure and telephony system, which was delivered on time and to budget. We are delighted with the results and savings so far and would not hesitate in recommending Incom."

David Foster, Managing Director, Clothingsites.co.uk



ABOUT INCOM BUSINESS SYSTEMS



Incom Business Systems designs award-winning business communications solutions that enable people to collaborate and work more effectively, while reducing operational costs and capital expenditure. Our expertise in voice and data convergence and contact centre technologies enables us to address the evolving requirements of SMEs, enterprises, Not for Profit and government organisations. Since 1989, Incom has been the trusted partner for thousands of clients across the UK including Audi, Haribo, Horizon Nuclear Power, The Kennel Club, RAF Museum, Salvation Army, The Range superstores and the Japanese Embassy.

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