

AT-A-GLANCE

- Improve call handling and collaboration.
- Improve first call resolution.
- Enhance the customer experience.
- Deliver easy to use UC to staff.
- Increase system resilience.
- Simplify system administration.
- Achieve scalability to meet growth plans.
- Reduce total cost of ownership.



The Range delivers superior customer service with ShoreTel

ShoreTel's Unified Communications platform enables high street retailer The Range to significantly enhance the customer experience, with a feature rich, easy to use company-wide communications platform that enhances team collaboration and improves customer service.

CHALLENGE

With over 100 outlets nationwide and with ambitious growth plans, The Range is a major high street presence retailing over 65,000 product lines including DIY, homeware, furniture, lighting and garden. Headquartered in Plymouth and operating two satellite offices nearby, the company also has multi-channel fulfilment centres in Bristol and Rugby.

The Range had outgrown its existing telephone system, which was limiting the company's ability to offer a first class service to its customers. Keen to improve internal teamwork and the customer experience, the company wanted to consolidate its disparate communication infrastructure into one seamless operation.

With new purpose-built headquarters under construction in Devon for 700 staff, The Range also needed a scalable telephony platform to accommodate its future growth plans.

SOLUTION

Incom recommended ShoreTel's Unified Communications (UC) platform offering ease of use, rich functionality and scalability. The latter was particularly important to accommodate The Range's expansion and relocation plans.

The deployment supports almost 300 people based across multiple locations, including a 15-seat contact centre based across two sites in Plymouth, delivering integrated contact centre operations, management and call reporting.

Intelligent routing of calls to departments is provided, including to the multi-channel fulfilment centres where warehouse supervisors are contactable via wireless DECT handsets.

BENEFITS

The Range now has a platform that will support future expansion, while being easy to implement and providing consistent functionality across the business.

The ShoreTel solution delivers simplified call management and has eliminated inter-office call charges. An advanced toolset makes everyday communications faster and more efficient, with employees able to easily view colleague availability at all sites. This is particularly true in the case of the contact centre locations where two disparate teams now act as one.

Intelligent call routing has improved first call resolution and lowered call waiting times, resulting in an improved customer experience. Simple system administration allows new connections to be implemented quickly without burdening the IT support team. Finally, as the system is intuitive to use, training is undertaken in minutes.





SUPPORTING GROWTH AMBITIONS

Having outgrown its existing telephone system and with ambitious growth plans in place, including UK and overseas expansion and a move to new purpose-built headquarters for 700 people, The Range needed an integrated communications system to support and enhance customer satisfaction. Also high on the list of requirements were ease of deployment and scalability offering a solid platform for future growth.

Ryan Yeoman, IT Project Manager at The Range, comments, "A "customer first" ethos is at the centre of everything we do, so it was vital to consolidate our existing position while laying the foundations to support our ambitious growth plans. Effective communications are critical to The Range and our existing system was severely limiting our ability to offer a first-class customer service."

Yeoman continues, "We have worked with Incom for over 20 years and regard them as a trusted partner. They have always helped us to control the cost of our communications while advising us on how our organisation can continually innovate. When they recommended ShoreTel's UC solution, we had complete confidence as it ticked all the boxes."

LAYING THE FOUNDATIONS

Incom worked collaboratively with The Range to define and scope the project plan, including helping to design the new infrastructure required to host the ShoreTel solution.

A small pilot was completed at the company's headquarters. Following this success, the solution was rolled out to the rest of the company, including all satellite offices and the multi-channel fulfilment centres.

The intuitive nature of the new ShoreTel system allowed the IT team at The Range to conduct training in a matter of minutes per user, with the result that the volume of calls for assistance has been cut significantly.

Yeoman continues, "The system is very easy to use and administer. Adding new handsets was as easy as plug and play, which not only significantly reduced involvement from the IT team, but also resulted in considerable time savings in making new connections operational. It is also very easy to expand with additional extensions, contact centre agents and features being added cost effectively, while ensuring we deploy the minimum hardware required. This streamlined management has the benefit of saving significant implementation time and resources, resulting in a reduced overall total cost of ownership."

FUTURE PROOFED

Based on Incom's recommendation, The Range plans to implement ShoreTel's Enterprise Contact Centre solution that integrates seamlessly with the UC platform and will offer further efficiencies and operational improvements.

In addition, the retailer will deploy the ShoreTel UC solution across its national network of retail outlets to replace the existing PABX system, which will involve supporting over 4000 handsets as The Range's expansion plans are realised.

Yeoman concludes, "We plan to open a further 30 stores annually, so the ShoreTel solution will be the communications backbone of the business, enabling us to swiftly and effectively deploy as we grow. In addition, ShoreTel is an enabler for loads of other technology and while we haven't currently integrated it with any of our other systems, there are no barriers to us doing this and further improving our efficiency and effectiveness."



"Our customers can speak to the right person first time and this level of service sets us apart from the competition. In Incom and ShoreTel we have the perfect partnership that enables us to fly the customer service flag and deliver a first-class service."

Ryan Yeoman, IT Project Manager, The Range



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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