

# CUSTOMER EXPERIENCE



## ABOUT COLNE VCS

Type: Printing & Reprographics

Location: England

Configuration: CTI, Wireless

Website: [www.colne.co.uk](http://www.colne.co.uk)

## CUSTOMER NEEDS

- Direct dial numbers for each employee
- Wireless handsets for use on the factory floor
- Individual and personalised voicemails
- Calling Line Identification

*“Having seen the Inter-Tel 5000 Series in action we knew it was the right solution for the company.”*

– Guy Pulfer, Financial Controller,  
Colne VCS Ltd.

## Colne VCS Gets Creative With Communications Solution

The print and design industry is a fast paced one. Often customers request rapid turnaround on print or quick alterations to artwork at the last minute. With this sort of business dynamic a company needs to have reliable technology which delivers consistent communication time and time again. This case study outlines how an expanding print and design company embraced the latest communication solution to deliver tangible business benefits and improve customer service company-wide.

“Having grown significantly over recent years we found our telephone system was seriously lacking important features needed to maintain our high customer service standards” said Guy Pulfer, Financial Controller. “The existing system had limited possibilities and only analogue lines. We needed something to take Colne VCS into a new era.”

Simple business processes were being affected by the incumbent system. For example, the receptionist was handling an increasing amount of calls and finding it more and more difficult to transfer them. This process was made even more awkward by the fact that it was impossible to see who the incoming caller was. But it wasn't just the receptionist finding it difficult to transfer calls, the printing/production area also struggled with this essential feature for a company which relies on being able to pass a customer from department to department.

Additional features Colne VCS wanted to have but couldn't achieve with the current solution included:

- Direct dials for each employee
- Wireless handsets for use on the factory floor
- Individual and personalised voicemails
- Calling Line Identification (CLI)

The management team at Colne VCS needed a system which was:

- Future proof and easy to upgrade
- Feature rich
- Easy to handle and administer



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## SOLUTION COMPONENTS

- Inter-Tel 5000 Series
- Wireless Solution
- Power of Ethernet
- Attendant Console
- Callview

## RESULTS

- Reduced main switchboard call traffic by 30%
- Improved customer service
- IT manager is able to administer the system himself

After considering numerous solutions and various manufacturers it was apparent that the Inter-Tel 5000 Series was the right system; able to deliver on every single requirement and more!

"There is a lot of choice out there and we were lucky to have such a knowledgeable reseller to guide us through the decision process." said Guy Pulfer. "Having seen the Inter-Tel 5000 Series in action we knew it was the right solution for the company. Also having a long standing relationship with the reseller was a critical factor. It is too easy to shop around and choose the cheapest supplier. It is important to Colne VCS to have trusted long term business partners." Pulfer concluded.

Colne VCS opted for the CS-5400 model which can deliver up to 175 IP and 96 digital endpoints. This option not only more than catered for Colne VCS's current requirements but also gave them the security of future growth without having to 'forklift' change the product at a later date.

In terms of business applications, Colne VCS extended its existing wireless network to implement a wireless voice solution, providing increased flexibility around the workplace without loss of system functionality. And, with Power over Ethernet (PoE) no electricians were required which saved extra time and money.

Attendant Console, the PC-based operator console enabled Colne's reception to handle all incoming calls efficiently and quickly. When used in conjunction with a touchscreen drag and drop call transfer can even be achieved by hand.

Identifying there was a need to track calls both inbound and outbound in order to further improve customer service levels, Colne VCS installed Callview\*, a market leading computer telephony integration software. Callview specialises in the ability to not only integrate the phone system with your computer (enabling onscreen dialling and database contact pop-up) but also the ability to produce comprehensive reports on call activity. These reports are essential to businesses wanting to monitor peak call traffic and manage work forces during busy periods.

Since implementation, the new solution has reduced call traffic through the main switchboard by 30%. This is a direct result of providing direct dial numbers to all employees with their own voicemail.

Employees without the Callview solution have display phones which enables improved customer service as they can now see the number of the caller and their name.

Configuring the Inter-Tel system is very straight forward. Colne's IT Manager can now administer the system himself including basic programming functions.

\*Callview is also known as Contact Center Suite in N. America.

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