

Client case

IMpact Retail





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About IMpact Retail


With its multiple shopping brands (Prijstopper, It's, I for You, Modern.nl and Best Five) IMpact Retail has something for every customer taste. As a progressive company IMpact Retail maintains a state-of-the-art infrastructure that supports excellence in the areas of shop automation, logistics, customer deliveries and after-sales service. It takes a robust organisation to keep its own 140 shops and webshops running optimally which is why IMpact Retail continually invests in infrastructure, systems and services. The organisation also excels logistically thanks to its own complete fleet for shop restocking and for customer deliveries.

IMpact Retail also places a high priority on providing the best service when it comes to telephone accessibility. When it came time to upgrade its customer contact centre, IMpact Retail opted for **Online Contactcenter**, a hosted contact centre solution from Mtel. The on-demand solution provides IMpact Retail with location independence and flexibility to deploy agent seats whenever and wherever they need them. According to Martijn de Rijke, Contact Centre Manager at Impact Retail, "Our prior solution, a Siemens Exchange combined with IVR from Frontline, was no longer meeting our needs. The addition of the Modern.nl brand exceeded the prior technology's capacity to handle all the call volume. Within the organisation we also needed considerable flexibility to service our five brands, but also wanted to gain the advantages of deploying contact centre as a service externally. IMpact Retail sought a replacement solution, but wasn't keen to acquire an entirely new exchange. For us the advantage of Online Contactcenter lay in the flexibility of the hosted solution. With Online Contactcenter we could service our brands better and rapidly increase the number of agents when needed to handle telephone traffic peaks. We were also impressed that with Online Contactcenter we would always have access to an up-to-date system and that we would never have to carry out any upgrades ourselves."

Much has changed within the organisation in recent years, leading to a renewed focus on improving operational management and efficiency for which Online Contactcenter has contributed greatly. Since starting with Online Contactcenter the flexibility of the contact centre has been enhanced considerably. Via the Whiztools, an online management environment for Online Contactcenter, the Impact Retail can easily make administrative changes within Online Contactcenter and the associated IVR - 24/7. For example, when marketing wishes to extend operating hours because of an ongoing campaign, IMpact Retail can accommodate this requirement on demand..

De Rijke is particularly impressed by the flexibility in provisioning agents, "At busier periods it's ideal to use Online Contactcenter to draft people in. We use home-workers who can be deployed very efficiently. There is a number of permanent staff who work two days a week from home. What is notable here is that their productivity is 30% higher than that of the staff in our contact centre. Home-workers go to the toilet less often, take fewer smoke breaks and so are available to handle more telephone calls. Certainly in the periods around the Dutch St. Nicholas Day and Christmas this is ideal for us. During that busiest period of the year we have 100% occupancy in the contact centre. Because we are also expect enormous volumes again this year and in the future, we want to take further advantage of home workers. So, we have made arrangements so that home-workers can log-in using an external desktop and have access to all the necessary details stored in IMpact Retail's servers. This enables us to easily cope with the increased call volume."

Following the initial learning curve, Online Contactcenter agents are very pleased with the single user interface (eliminating the need to switch between different programs) and are extremely satisfied with the freedom and flexibility the new technology provides.



Online Contactcenter has also given IMpact Retail greater insight into their telephone traffic. Every label has its own branded customer entrance which uses skills-based routing to connect calls to the most qualified agent to service each brand. The extensive reporting in Online Contactcenter has given IMpact Retail far better insight into their call patterns. As a result the organization has been able to determine that they do not need to deploy all agents throughout the entire day. Instead they can start the day with a specific number of agents which is gradually increased up to 11:00. Then at 15:00, when the greatest pressure has passed, IMpact Retail can gradually reduce the number of agents again. "This working method has yielded us a considerable saving in FTEs within the contact centre. The extensive reporting abilities helped us optimize operations with more precision and analyse the agents personally in order to improve their performance. So we manage to kill two birds with one stone," says Martijn de Rijke.

About Mtel, Impact Retail says: "Mtel is a client-oriented organisation with a proactive attitude."

Online Contactcenter's benefits for Impact Retail are:

- The ability to flexibly adjust for changing situations
- Staff can be deployed better and more effectively
- Cost-savings achieved on the basis of FTE deployment
- Flexible handling of peak periods using home-workers



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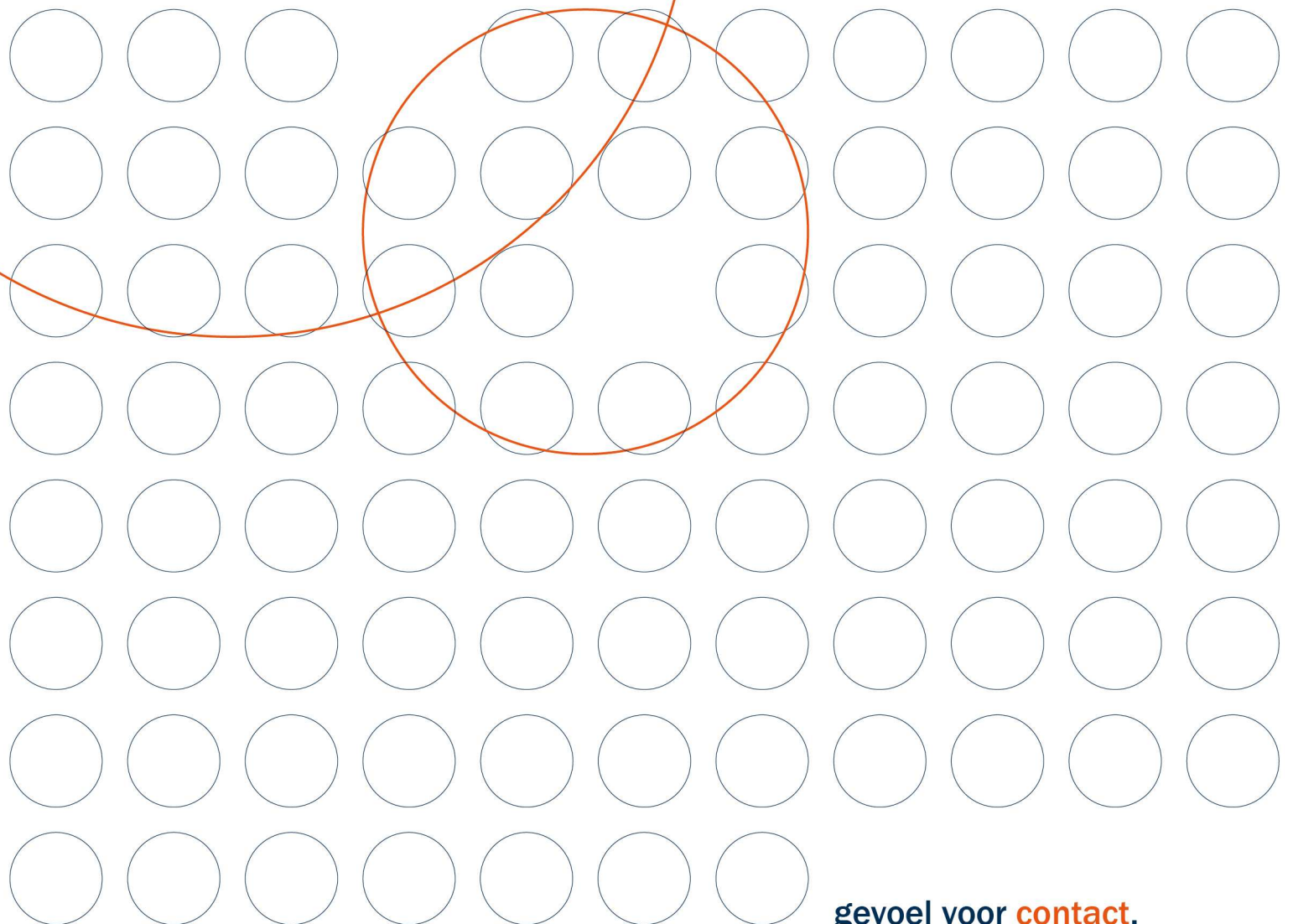
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