

**TalkTalk
Business**

Damart

talktalkbusiness.co.uk/ivr

Call:
0800 954 5707

Lines are open Mon-Fri 9am-5pm

The challenge

Saving costs Increasing efficiency

Mail order company Damart needed to maximise the effectiveness of its 0871 customer order line. Key areas for improvement included customer service, improved control over its telephony lines, improved data gathering and measures to boost revenue. The challenge was complicated by the fact the company only has two windows of opportunity a year to change their 0871 number.

The solution

Inbound solutions

TalkTalk Business created an Interactive Voice Response (IVR) system controllable by Damart via a secure online portal. As well as boosting reliability, the new system allows Damart full control over its telephony lines and better online reporting options. By changing to a new 0871 number, the call rate agreed was also highly competitive.

The benefits

**A 40% increase in revenue
from its 0871 numbers**

**Customers receive a
seamless speedy service**

**Internal resources have been
freed up to concentrate on
other key priorities**

**As a result, Damart has just
signed a fresh three year
contract and plans to roll out
number ranges to a number
of its acquisitions.**

The challenge

Mail order company Damart routes its inbound customer sales calls through revenue generating 0871 numbers. However the system introduced by Damart's previous provider left the company with poor control over its telephone lines and with little data about its customers, network failures from the provider also created serious issues with lost calls.. Revenue due to Damart was determined through complicated calculations.

Damart's Network & Telecomms Manager, Ian Auker, explained: "Information about customers is key to any business and as a mail order company, phone orders are a key touch point for us. However we simply weren't able to get enough data from our old system - it wasn't able to tell us even relatively simple things like who was calling or how many customers were getting the engaged tone because our contact centre was maxed out.

"The other downside to the system was a lack of control – for example if we wanted to change where calls went we would have to contact the provider and ask them to re-route calls for us which was a time consuming process. It meant we were unable to react quickly to changing circumstances, leaving us in difficulty if we needed to quickly divert calls from one inbound route to another."

The solution

After gaining a thorough understanding of Damart's current and future needs, TalkTalk Business used its in-house expertise to design and build a bespoke IVR system which specifically addressed the issues experienced by Damart. TalkTalk Business also recommended that Damart move to a new 0871 number. As a result the new system gives Damart much needed control over its own calls, allows it to glean valuable caller data, boosted reliability and has led to a significant increase in revenue.

The system's secure portal allows Damart to control and change the options its customers hear when they call and quickly respond to peaks in demand as callers select different options, thereby improving the customer experience. This technology also allows Damart to respond quickly to crisis situations, so for example, calls can be switched in real time from one inbound route to another in the event of network issues.

In addition, the system's inbuilt rules-based routing means it is able to cope automatically with irregular events such as bank holidays and time changes, thereby removing the need for manual adjustment of the phone system.

TalkTalk Business managed the entire changeover process seamlessly, with the porting issue overcome by adding the company's existing numbers to the backend of the new IVR, meaning there was no operational downtime. Damart's contract with TalkTalk Business also allows it to benefit from flexible minute volume targets.

"The improved revenue has made our 0871 numbers a significant profit centre within our business, helping us to maintain high levels of profitability in a hugely challenging marketplace."

Ian Auker, Network & Telecomms Manager, Damart

The benefits

Damart now enjoys around 40% more revenue from its 0871 numbers and is so impressed with this result that it has recently signed up to a new three year deal on top of its initial 18 month contract. This extra commitment means TalkTalk Business has been able to further increase the revenue Damart receives from each call.

Ian commented: "The improved revenue has made our 0871 numbers a significant profit centre within our business, helping us to maintain high levels of profitability in a hugely challenging marketplace. In addition to the immediate increase in revenue, improvements in efficiency have enabled us to boost customer service while also freeing up our internal resource to concentrate on other key priorities.

"Another area we really benefited from was TalkTalk Business' customer service - regular face-to-face meetings with our account manager meant the project progressed smoothly from start to finish.

"Overall we were really impressed with the team's proactive approach and in depth technical knowledge. As well as signing a new contract with Damart we will also be introducing TalkTalk Business' number ranges to a number of our recent acquisitions in 2012."