



INCREASING REVENUE GENERATION AND IMPROVING CUSTOMER SERVICE WITH NEXTIRAONE'S INTEGRATED MULTIMEDIA CONTACT CENTRE SOLUTION



The customer contact centre in Livingston, near Edinburgh, is at the heart of Scottish & Newcastle's business and plays a vital role in its customer relationship management strategy. Working with a blended contact centre approach, where proactive customer contact is crucial to the company's revenue and profitability, the system handles an average of 32,000 outgoing and incoming calls per week. The contact centre must therefore be robust, reliable and always available in order to ensure that the company's sales and deliveries run smoothly and efficiently.

NextiraOne worked alongside Scottish & Newcastle to design a highly resilient contact centre solution and has continued to support the company through the evolution of the system. A comprehensive managed services contract ensures that NextiraOne engineers are on hand daily to maintain the system's availability and reliability.

WORKING WITH NEXTIRAONE

"We operate in an extremely dynamic business environment, so our contact centre needs are evolving all the time. NextiraOne has proved itself to be an extremely reliable service partner, whether in supporting the day-to-day smooth operation of the contact centre, in evolving our system or in recommending more long-term changes to meet the evolving needs of the business. Our regular joint service reviews prove that our systems are consistently running at their 100% availability target."

*Pauline Laidlaw,
Resource Planning & Compliance
Manager,
Scottish & Newcastle UK*

THE CLIENT

Scottish & Newcastle is one of the UK's leading brands in the supply of beers, lagers and ciders, with a portfolio that includes John Smiths, Kronenbourg 1664, Newcastle Brown and Strongbow and a chain of own brand pubs and restaurants. Headquartered in Edinburgh, the company has a 250 year heritage and a growing international presence including market-leading positions in long alcoholic drinks in the UK, France and Russia. In April 2008 the company was acquired jointly by Heineken and Carlsberg and Scottish & Newcastle UK now operates as the UK trading arm of Heineken International.

THE CHALLENGE

Scottish & Newcastle depends on a highly efficient team of telesales and customer service staff to manage the needs of thousands of outlets across the UK and ensure that orders are captured and deliveries made each day. It's a highly charged environment where all call details must be recorded quickly and accurately in order for the supply chain to work smoothly and efficiently. The contact centre is at the core of this business and its 280 call centre agents handle some 32,000 outgoing and incoming calls per week, generating around £1M of revenue per day.

When Scottish & Newcastle decided to consolidate its regional structure of eight customer service centres throughout the UK into one integrated contact centre located in Livingston, they called on the advice and experience of NextiraOne's experts to design and implement the new system and provide ongoing maintenance and support.

CUSTOMER REFERENCE

THE SOLUTION

WORKING WITH NEXTIRAONE

"We have always had the utmost confidence in NextiraOne. Our NextiraOne service manager is extremely knowledgeable about the capabilities of the system and is proactive in recommending new ways to get the best from our investment and systems. NextiraOne really understands the contact centre concept and how important it is to our customers and our bottom line. This brings tremendous peace of mind and we know they will always 'pull out all the stops' to support us in any way we need."

*Pauline Laidlaw,
Resource Planning & Compliance
Manager,
Scottish & Newcastle UK*

With many years' experience providing contact centre solutions for clients across all industry sectors, NextiraOne was able to work alongside Scottish & Newcastle to design a multimedia contact centre solution that would suit the company's very specific needs. Using statistics projected from the eight existing regional customer service centres to give an indication of the levels of calls anticipated, the team helped to define the objectives of the new system and design it accordingly, sharing NextiraOne's extensive knowledge of other contact centre projects to provide best practice experience.

NextiraOne proposed a solution based on an Alcatel-Lucent PABX communications server, using Genesys ACD software with Nice Voice recording and with customer relationship management through a SAP R/3 CRM platform. This solution provided the best approach to Scottish & Newcastle's requirement for a pro-active contact centre that would allow it to focus on its revenue generation targets by increasing the amount of outbound calls. As a result Scottish & Newcastle now has around 85% of its customer base on a regular outbound call plan for order intake, thereby increasing revenue by encouraging more sales. Incoming calls now deal mainly with add-ons to orders, changes to delivery requirements and additional orders and NextiraOne designed the system to make recording of such details as easy as possible to ensure accuracy and improve quality of service and therefore customer satisfaction.

NextiraOne has been a trusted partner for Scottish & Newcastle during the transition to the new contact centre and also throughout the evolutionary changes in the organisational structure and working practices. NextiraOne's extensive experience in designing and supporting call centres means that, as Scottish & Newcastle's use of the contact centre has evolved, the NextiraOne team has been able to recommend and implement modifications and upgrades to the system.

The smooth operation of the contact centre is a business-critical factor and any down-time would have a direct impact on the company's revenues and on customer service. NextiraOne designed the system to be highly resilient in order to achieve the highest levels of system availability. In addition NextiraOne provides on-site support and maintenance at the Livingston centre to ensure that the system is fully reliable during service hours with 24/7 call-out support.

The managed services contract provides a named NextiraOne service manager as the main point of contact to ensure continuity and an in-depth understanding of the system. The company also runs a rota system of locally based NextiraOne engineers to ensure a spread of knowledge and familiarity of the Scottish & Newcastle system to give the same level of cover during holiday periods and other absences. This has ensured that the contact centre system has consistently achieved the target 100% availability during service hours.

Because Scottish & Newcastle's bottom line depends very much on the revenues generated through the contact centre, the company needed a solution that was robust, resilient and future-proof. It had to be built by a partner that they could trust to be there at any time to provide crucial maintenance and keep the system running day and night. NextiraOne has proved it has the knowledge of contact centre technologies and operation, the understanding of Scottish & Newcastle's business environment and the structure and working practices to provide design, implementation and exemplary records of maintenance and support.

The result is a contact centre that stands the test of both capacity and performance and the need for constant evolution, together with the peace of mind that the system consistently reaches the highest levels of availability, ensuring continuity of operation in a business-critical environment.

NextiraOne are Europe's leading experts in communications services. The company designs, installs, maintains and supports all of its customers' communications needs from voice to mobility, security and applications. NextiraOne provides seamless, end-to-end communications solutions working with the leading technology vendors in the industry to deliver maximum business benefit to customers.

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