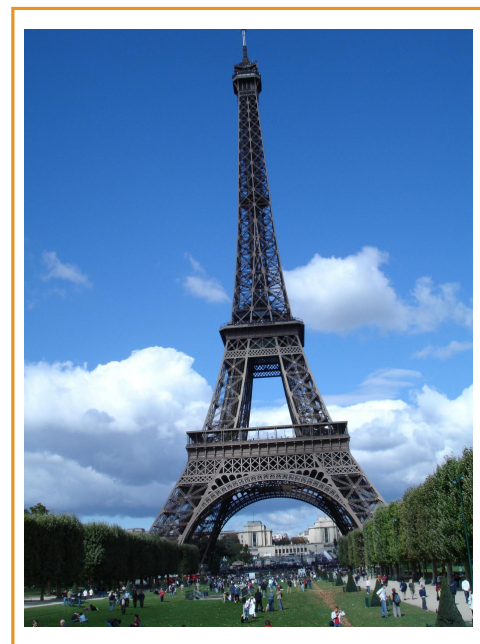




Travel Firm Takes Off With Hosted VoIP and Exchange From VanillaIP



Solution Overview

- 36 Seat Call Centre
- Hosted MS Exchange
- Queue Analysis
- Home Worker Agents

Applications

- Call Centre Agent
- Hosted Call Recording
- Multiple Queues
- Historical Reporting

Technology

- VoIP Over Leased Line
- Back-up Voice ADSL
- BT numbers and ADSL porting

Introduction

Qwerty Travel, established in 1993, is a leading provider of resort based, dynamic holiday packages specialising in European destinations. Despite the abundance of holiday information available online, customers rely heavily on Qwerty's knowledgeable staff. Consequently, most bookings are processed through their 36 seat call centre in Frimley, Surrey.

Challenge

Changing times often need changing business models. In the 16 years Qwerty Travel has been operating the Internet has revolutionised the travel market, in much the same way as it has transformed the telecoms sector. Customers are also becoming better informed, often having researched

options before they call. As Matt Somers, MD at Qwerty Travel, says "Handling calls efficiently is crucial to us. We can have the best online presence in the world but if the customer calls and gets through to the wrong team then that lead could be wasted".

As they have developed new markets, Qwerty have grown to 18 different queues coming into their call centre, with different Agents focusing on destinations where they are more experienced. As Matt adds, "We needed a greater degree of management information on the call handling ability of individual agents and the business as a whole. We also needed to track advertising spend by the call volume it generates per campaign".

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Matt Somers - Managing Director, Qwerty Travel

VanillaIP Solution

A Hosted Call Centre solution, installed by VanillaIP in September 2008, provided the statistics for Qwerty to visualise where the calls were coming from and how well they were doing at answering them. The call centre is a 7 day a week operation staffed from 9am to 10pm. As Matt says "I can look at any given campaign and see how many, if any, calls have abandoned and the average abandoned time. Without this it's impossible to make changes to improve our overall service level". Key stats include average time in queue, total calls answered, service level reports, real-time calls in queue and extensive Agent reporting.

The VanillaIP solution includes Hosted Microsoft Exchange for all users. This provides full Outlook functionality, including shared calendars, group

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Matt Somers - Qwerty Travel

Contacts and anti-spam, without having an Exchange Server on-site. Connectivity for all services is provided through a 10MB leased line with ADSL back-up. As all services are virtualised, Qwerty do not employ any IT support staff.

Another big advantage is VanillaIP Hosted Call Recording. As Qwerty book 50K passengers per year, even a tiny percentage of after sale queries can potentially result in a lot of rework. Mostly these are just where a name has

been spelt incorrectly. By accessing recorded calls online Qwerty can quickly clear up any confusion and email the customer the recorded call. This is achieved without any expensive call recording boxes onsite.

To underline their commitment to providing quality advice, Qwerty have a "mentoring" programme, where new Agents can listen in to their established colleagues. This is achieved by using the Silent Barge-In feature. The new starter can sit anywhere and tap in to calls in progress.

"Without management stats it's impossible to improve our overall service level"

Matt Somers - Managing Director, Qwerty Travel

Retaining the best people can be a challenge in any business, even with a stable team as at Qwerty. While being predominantly office based, some staff do work from home. By simply plugging their IP phone into their home broadband they can work as effectively as if they were in the office.

Summary

Since installation, the Hosted Call Centre statistics have provided a clear picture of the way callers were engaging with the business. As they are continually adding new campaigns a key requirement was the ability for Qwerty to manage all elements of their groups and queues in real-time. The answer was Uboss, the VanillaIP web based provisioning system. As Matt adds "Uboss is the gateway to the system for us. It has our stats, recorded calls, billing information and call centre set-up all in one place. As soon as we make a change it's live immediately. With the volume of changes we make opening support tickets was out of the question".

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