



Case study: Phone Networks; manufacturing/retail

Phone Networks are a rapid growth Mobile Phone distribution company, based in Blackburn, UK. Established in 2004, Phone Networks have fast become a driving force in delivering cost effective mobile phone contracts to UK consumers.

In this document:

- The challenges
- The solution
- The results
- The future

Introduction

Phone Networks are a rapid growth Mobile Phone distribution company, based in Blackburn, UK. Established in 2004, Phone Networks have fast become a driving force in delivering cost effective mobile phone contracts to UK consumers.

The challenges

The Phone Network generates a significant number of calls, directly from their call centres in the UK to Mobile customers across all the major networks. Making more than 100,000 calls per month from landline to mobile numbers generates a significant cost overhead. Phone networks wanted to find a way to cut mobile phone bills, increase productivity of the agents, and build a platform that will enable significant business growth.

"It is important for us to be able to communicate with our customers in a cost effective manner", commented Fazlur Khan, Managing Director, Phone Networks. "Our business is growing rapidly, therefore we need to manage the costs of all areas of growth, including our direct communications costs. It is just as important to our business that we ensure agent productivity, and quality, as well as cost effective communication".

The solution

Atia Solutions installed a Swyx based communications platform at the headquarters in Blackburn. The solution was combined with a 3G Gateway, providing a direct link into the 3G network, and a number of bespoke applications for the call handlers. All systems were directly integrated into a customer workflow tool, to provide productivity gains at the agent level.

Atia built a bespoke application for the call handlers using HTML integrated into a customer soft phone. The application schedules the agent calls, improving productivity by up to 50%. The 3G gateway has cut the cost of mobile calls by over 50%.

In addition, Atia have installed Swyx Record Advanced, a bespoke call recording application that allows The Phone Network to record and monitor all calls. This tool alone has increased the level of completed deals by over 30%.

The results

"The result is improved productivity, greater knowledge of the customer at the user level, and a significant reduction in our call charges when calling mobile phones. As a result, our business has grown 10% in the first 2 months of 2009" Mr Khan continues.

The future

The system installed by Atia, has the capacity to grow and become the central hub for all our communications requirements. We expect to double in size over 2009, and add several further locations, possibly a location in India

To find out more about our communications services or to arrange a free consultation simply call us on 029 2002 2200 to discuss your requirements with a consultant.

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Phone Networks.

Read the full case study at
www.atiacomms.com/phone-networks

Atia Communications deliver business telephone systems, business internet services and hosted & managed services to a wide range of businesses and organisations around the World.

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Sales & support:
+44(0)29 2002 2200 or customer@atiacomms.com

