

# richer SOUNDS RELIES ON SERVICE OPERATIONS AND ITS SERVICE POWER TEAM TO SUPPORT ITS CUSTOMER COMMITMENTS

## THE COMPANY

Richer Sounds is a UK based retailer of hi-fi, home cinema and flat screen TV equipment. Established in 1978, their reputation for value for money and good customer service has enabled them to become the biggest hi-fi retailer in the country, with 52 stores in 41 towns/ cities nationwide, plus a franchise in Belfast.

Historically known for selling budget audio equipment in a 'pile it high and sell it cheap' fashion, in more recent years, Richer Sounds have responded to a shift in the electronics retail market and expanded their range to encompass plasma and LCD TV's. 2007 and 2008 also saw the launch of ranges of audiophile hi-fi, multi-room and high end home cinema separates, now with most stores having home-styled demonstration rooms.

To reinforce their reputation for excellent customer service, an installation service was also developed, covering home fittings, from wall-mounting TVs to fitting and kitting complete home theater rooms for customers.



## PROJECT BACKGROUND

Up until 2007 Richer Sounds had managed their own repair and warranty operations through an internal team, with staff having to negotiate service booking and scheduling and continually monitor response and completion times. However, with the growth of the business, it was recognized that this was not the most efficient use of internal manpower and a decision was made to investigate the options for outsourcing.

## FINDING A SOLUTION

ServicePower was introduced to Richer Sounds through a favourable press article, which covered the strengths and benefits of ServiceOperations. An initial evaluation revealed that ServiceOperations met the field service requirement and in May 2007 the company began working with

ServicePower to implement the field service network solution for large TV repairs.

Several factors influenced the selection of ServicePower ServiceOperations; such as the strength of the existing network, which, with its high level of commissioning,

provides significant weight with engineers and manufacturers, enabling much speedier service scheduling and faster job completion. Most importantly for Richer Sounds, ServicePower had the ability to provide the high levels of customer service to back up the fully outsourced solution which they offer; from initial customer contact and soft fixes on the phone, through scheduling the engineer and managing the full repair process. This would allow internal staff to focus their energies on the core sales business.

*“Knowing that ServicePower offer us a fully managed system from the initial point of contact by the end user; to the successful completion of each customer’s case has allowed us to focus on other areas of improvement within Richer Sounds.”*

*LINDON BOLT,  
Service Department Manager – Richer Sounds*

## WORKING TOGETHER

Since the original ServiceOperations implementation in 2007, the ServicePower team have continued to work alongside Richer Sounds to develop and tailor the ServiceOperations solution, to keep up with the ever changing needs of their business and growing consumer demand for excellent after sales service. After all, what could be worse than missing that all important ball game because your TV engineer is running late!

## THE BENEFITS

The overall impact of ServiceOperations has been very positive, with staff seeing the benefits of the strength of the servicer network in delivering quicker response times to service calls and faster fixes. This in turn has given sales staff much more confidence in selling the aftercare of products, particularly with extended warranties for large TVs.

The main benefit of ServiceOperations for Richer Sounds has been that through outsourcing, they have been able to continue to provide the high standards of customer service that their reputation has been built on. The ServiceOperations customer care team are the first and last point of customer contact for warranty repairs. They provide a soft fix on the phone where possible, then handle all scheduling; managing the complete repair process, start to finish.

Another significant benefit is that ServiceOperations has a variable cost base, as charges are made per job, which has seen reductions in costs on the repair and warranty side. The future

Since the initial implementation in 2007, there has been a natural team evolvment between the two companies, which has been boosted by the fact that the ServicePower UK base is close to one of Richer Sounds head office locations. This creates a very open approach to moving forward with continued success beyond 2013.

Find out more about ServiceOperations at: <http://www.servicepower.com/solutions/workforce-management/servicescheduling/>

*“Using the network of repair agents that ServicePower have, has allowed us to reduce our repairs costs while maintaining the high levels of customer service our customers have come to expect from Richer Sounds.”*

*JEZ AVENS,  
Deputy MD - Richer Sounds*

*“The high levels of customer service ServicePower provide complements what Richer Sounds has worked so hard to build and maintain for the past 35 years.”*

*STEPHEN HALLSWORTH,  
Customer Services Manager - Richer Sounds*



# About ServicePower

ServicePower Technologies Plc (AIM: SVR), is the only company that provides a complete global, mobile, field management platform enabling clients to mix labor channels, utilizing employed, contracted resources, and on demand resources while controlling all elements of the field service lifecycle, from planning, to execution to analysis. We offer a range of integrated software products and services that are used by some of the leading manufacturers, third party administration, insurance, and telecommunications companies, world wide.

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