

Case Study: Met Serve Ltd

Met Serve improved customer service with a combined voice and data system from VTSL

What was needed?

Winning in highly competitive markets involves offering the kind of excellent customer service that competitors just cannot match. Plumbing specialist Met Serve Ltd realised this a long time ago and today reap the value of providing unparalleled customer service. Glowing testimonials on the company's website show how its high service levels are valued by customers and explain how the company continues to flourish in a crowded market.

Delivering consistently excellent customer service however demands fast, accurate communication between the customer, the contact centre and the plumbers on the road. Met Serve's thirty-five plumbers respond to over 4,000 calls a month. "We cannot afford to let a single customer down," explains John Ray, Director of Met Serve. Providing plumbers with fast, accurate information about jobs demands a resilient and reliable communications system. A move into larger premises prompted Met Serve to research the market for just such a service – ultimately selecting a data and voice system from VTSL.

Improvements in the back-office

The contact centre nature of Met Serve's business meant that improved telephone services from VTSL such as call queuing would play a vital role in delivering even better levels of customer service. And they have. The contact centre team now deal with telephone enquiries more efficiently and by monitoring usage and effectiveness of calls, the management team is able to continually find ways to improve service.

EFM delivers fast, accurate information to the field

Efficient data communication also plays an important role for the business. Details of each job are distributed to the plumbers' vehicles via a work management system. The increase in speed and accuracy that this gives Met Serve has been of enormous benefit in terms of efficiency and customer service however as John explains, it's only as good as the communications system enables it to be. "If the telecoms system goes down we are blind, deaf and dumb," he says. Recognising that standard broadband was insufficient for the company's needs, VTSL recommended Ethernet in the First Mile (EFM) to provide dedicated and uncontended bandwidth. For a business operating on tight margins, EFM proved to be a cost effective alternative to fibre-optic Ethernet or leased lines, without compromising quality or service levels.

A valuable competitive advantage

By choosing a combined solution from VTSL, Met Serve has been able to consolidate voice and data to one connection and reduce the risk of system failure or other companies' traffic taking up bandwidth. For Met Serve this has helped keep customer satisfaction levels high and a ensured valuable competitive advantage.

"VTSL work with a real spirit of cooperation. They have delivered everything we have asked and have shown real enthusiasm to help us achieve our business goals."

- John Ray, Director, Met Serve Ltd