



**for Volkswagen Group  
Genuine Parts**

**conn3ct**

# TPS turns to Conn3ct to overhaul and unify UK communications

Trade Parts Specialists (TPS), a wholly-owned subsidiary of the Volkswagen Group UK, supplies genuine parts across five leading automotive brands: VW, Audi, Seat, Skoda and commercial vehicles. Employing 1,600 people, including 425 call centre agents, across 82 contact centres across the UK, TPS boasts a catalogue of 1.4 million car parts distributed to independent motor traders, body shops and big national accounts. In 2018, it fulfilled 3.4 million deliveries.

## The Challenge

(TPS) faced a customer contact challenge. Taking millions of calls a year from independent motor traders, body shops and large national accounts, it struggled to identify each caller, let alone the status of their account or their immediate needs.

Lack of visibility was compounded by the fact that its 82 UK-wide contact centres were built on different infrastructure, most with unsophisticated PBX functionality and many with restricted bandwidth, limiting the number of calls agents were able to field. To amplify the problem, TPS lacked the management information to detect and address inadequacies in processing calls and delivering the service customers expected.

"We had no idea how many calls we were taking into the business, let alone how many we were missing," said Leanne Thomas, Head of Operations at TPS. "It gave us very blunt KPIs for the resources we were looking to deploy. In short, every decision we took was based on gut feel. For a company of our size, that's not a great position to be in."

In an effort to address operational and customer experience challenges, Leanne and her team identified two key touch points in need of improvement: the point at which a customer calls TPS and when TPS delivers the parts. That led to two discrete projects – route optimisation and, first, overhauling telephony.



## The Solution

Appointed by TPS to overhaul disparate communications across 82 contact centres, Conn3ct deployed Genesys PureCloud, the all-in-one contact centre solution hosted in Amazon Web Services (AWS). Concurrently, Conn3ct connected purpose-built local area network at all 82 centres to its own resilient MPLS (Multi-Protocol Label Switching) network providing TPS with two complementary forms of connectivity:

- SIP (Session Initiation Protocol) trunking into the PSTN (Public Switched Telephone Network) to route calls to the relevant centre; and
- Private connection into the PureCloud instance on AWS

The latter option offers an assured quality of service that overcomes latency and packet loss issues often experienced across the public internet.

The first TPS centres went live within eight weeks of project initiation, the speed of deployment aided by the choice of the PureCloud solution. Traditionally, customers have bought a stack of technology solutions from a variety of vendors. This typically led to interoperability and implementation problems. Because PureCloud runs on AWS, applications are available out of the box as micro services running on a single platform across a single cloud.

The Conn3ct implementation offers call, email and web chat routing and interactive voice response (IVR); eFax services; omni-channel management information; and call/screen recording analytics.

“I was looking for a solution that our network of agents could pick up and use as quickly as possible. That’s not an offer that’s available everywhere.”

Leanne Thomas, Head of Operations, Trade Parts Specialists

## The Outcome

Conn3ct met the key project objectives. These included enhancing customer experience and ensuring all contact is answered. To this end, integration with the company's customer relationship management (CRM) system now allows contact staff to better track customer need and route calls to the most relevant salesperson.

Conn3ct was tasked with simplifying TPS's technology estate, installing reliable network infrastructure and providing a future-proofed omnichannel solution that is fully PCI-DSS compliant. Today, the company's 82 contact centres are fully interoperable for the first time.

Underscoring successful implementation is the ability to gather large amounts of management information. "That's what we thrive on and what we use for all our decision making," noted Thomas. Perhaps the most notably example of management information driving action came with the realisation that nearly half of the calls TPS agents handled did not contribute to turnover. "We were actually losing sales opportunities and disappointing customers with our service at the same time," Thomas noted. Her team calculated that TPS were losing in excess of £600,000 in lost call value every month.

In one example, TPS realised it was taking nearly 8,000 calls each requesting codes for paints it doesn't sell. TPS is now exploring a self-serve solution for paint codes, diverting requests to its website, freeing up agents to handle profit-generating calls.

Agents and management have access to live 'war boards', displaying key performance statistics. These include average speed to answer, hold time before initiation, abandon calls, and call per site per day. "It's a really powerful driver in understanding what's going on in the business and how much we need to improve."

The result? Today every TPS centre takes more calls than before, waiting times have gone down and abandon rates have been reduced dramatically.

## The Challenge

- Taking millions of calls a year TPS struggled to identify each caller let alone the status of their account or their immediate needs.
- Lack of visibility was compounded by contact centres that were built on different infrastructure with varying capability.
- Lack of data to detect and address inadequacies in processing calls and delivering the service customers expected.

## The Solution

- Conn3ct deployed Genesys PureCloud, the all-in-one contact centre solution hosted in Amazon Web Services (AWS).
- Connected a purpose-built local area network at all 82 centres to its own resilient MPLS (Multi-Protocol Label Switching) network.
- A private connection into the PureCloud instance on AWS assured quality of service that overcomes latency and packet loss issues often experienced across the public internet.

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