

CASE STUDY

DD

DD (one of the largest full-service dental and healthcare suppliers in the UK) wanted to modernise its workplace and improve customer experience. Britannic improved customer service levels dramatically enabling them to streamline communications and increase efficiencies.



KEEPING IT SIMPLE

Recently DD (the new name for Dental Directory) has acquired a number of companies. Each came with its own telephony infrastructure and contact centre. This was costly and time consuming to manage, DD knew it needed a single network to simplify the telephony and the contact centre to transform its service delivery.

SEAMLESS COMMUNICATIONS

Britannic Technologies worked closely with DD holding workshops to discover their business needs, the objectives they wanted to achieve, and how technology could assist them. They installed a new WAN infrastructure to all of DD's sites across the UK and a Mitel contact centre solution for the entire business.

TRANSPARENT WORKING

Contact centre managers can now record calls and play them back to identify where they can improve to achieve their development objectives. A new dashboard means supervisors can see whether agents have achieved their KPIs. Wallboards show live interactions and this transparency of information enables agents to see what their colleagues are doing; they are more productive as a result.

IMPROVING CUSTOMER SERVICE

Simplified call routing has made the journey seamless for customers. The results speak for themselves, due to the Mitel contact centre solution, 90% of calls are now answered within 10 seconds, which is above the industry standard.



SIMPLIFYING & STREAMLINING COMMUNICATIONS

There are three contact centres in the group for consumable products, engineering and MedFX, DD's provider of aesthetic and skin rejuvenation products. With the legacy telephony infrastructure and three different contact centre solutions, service levels were struggling with many customers being left on hold for too long and calls going through to the wrong department. There used to be nine different numbers for customers to call, this proved to be ineffective as calls were directed to the wrong place and did not get answered. DD had the objective to streamline and simplify call routing within the contact centres to make the journey for agents and customers seamless. With MiContact Centre, the multimedia solution from Mitel, DD have auto answer with IVR options for the customers to choose who they want to speak to. This automation self-service option has made call handling more streamlined and efficient, with customers getting to the right department first time.

THE TECHNOLOGY

WAN INFRASTRUCTURE

A new WAN infrastructure was installed to all of DD's sites across the UK connecting all of the disparate parts of the group under one umbrella to simplify and future proof the network.

MiCONTACT CENTER

The Mitel contact centre solution has an intuitive supervisor dashboard enabling DD to react rapidly to changing volumes of calls and move agents to different queues. DD now has auto answer with IVR options for customers to choose who they want to speak to.

STREAMLINING COMMUNICATIONS

Along with the legacy telephony infrastructure and three different contact centre solutions service levels and nine different numbers, customers were struggling with many being left on hold for too long and calls going through to the wrong department.

DRIVING DIGITAL INNOVATION

The next phase is to integrate email and social media, focusing on deploying artificial intelligence on their website. Customers will have basic enquiries answered by virtual digital assistants and more complex enquiries will be answered by knowledgeable agents.

Britannic guided DD by studying internal processes of the contact centre agents and employees, looking at the customers' journey in detail. Providing them with the technology to make improvements to existing processes and establish new ones.

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**“THE SOLUTION HAS
CHANGED MY LIFE
AND MODERNISED THE
CONTACT CENTRE.**

Britannic assisted us with looking at our existing processes, and thinking about how we could change them to make them more efficient using technology.”

Nicola Fisher,
Head of Customer Service,
DD

WORKPLACE MODERNISATION: THE RESULTS

New technology alone doesn't make the difference to your business, it's the people and how they use it to modernise the workplace. It is about engineering the right culture, improving and changing business processes and the employees' and customers' experience – joining it all up together.



4

seconds on
average for a call
to be answered

90%

of calls answered
within 10 seconds

3

contact centres
consolidated



LET'S SHARE SOME IDEAS.



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