



Success Story

Providing expert technical advice
critical for MG Owners' Club.



"We are delighted with the benefits that the new generation HiPath 3000 equipment brings. The integrated contact centre works very well and the training has really helped improve productivity in our office." Richard Monk, Managing Director.

Summary

A thriving business with 30,000 world-wide members and a range of successful publications, the MG Owners' Club is the embodiment of the classic car brand and the key source of technical information for owners and a key channel for different classified advertisers. Customers need precise and timely information for maintenance, repair and restoration purposes. With incoming calls now exceeding 500 each day, the club needed a way to manage and distribute calls to provide the best customer service.

Siemens Enterprise Communications - now Unify - HiPath 3000 Revision 8, OpenScape Office and OpenScape Office Contact Centre provided a unified communications platform based on the latest IP-based voice technology. Its presence management and mobility capabilities have helped save time and improve responsiveness.

Challenges

- High volume of calls approximately 500 every day
- Variety of advertising and technical enquiries
- An estimated 60% sales enquiries calls, demanding a rapid, focused response
- Some staff are remote from office and on the move
- Siemens Enterprise Communications HiPath 3000, OpenScape Office and OpenOffice Contact Centre provided a unified communications platform based on the latest IP-based voice technology
- Siemens Enterprise Communications HiPath OpenScape Office Contact Centre meets the business' communications needs and can be 'layered' over the existing IT network using OptiClient 'soft' telephones
- A converged IT and communications solution

Top Benefits

- Improved contact for staff using presence management, mobility and call routing, replacing 'dead end' voicemails
- Enhanced responsiveness for clients and consultants
- Positioning of business as an 'always on' services to disparate types of customer
- Enhanced productivity: balance of human interaction and streamlined administration procedures
- Improved handling of complex technical and sales calls
- A flexible platform scalable to MG Owners' Club's growth

Solution overview

Since its establishment in 1973, the MG Owners' Club had provided a range of support and technical services to owners and suppliers. It knew the need existed to manage incoming calls and locate technical experts as efficiently as possible.

As business grew, the club stepped up operations, investing in Siemens Enterprise Communications HiCom Office Com 2.2 call centre in 2001. This included Callview call management software, allowing innovations such as display of incoming calls to be provided calls in, wait times to smooth call handling. The system also enabled some limited metrics and reporting to be operated.

Richard Monk, Managing Director, MG Owners' Club, said: "The system worked well but there were two improvements we really wanted to make: we found that whenever people left their desk, they'd never update their status and we wanted a system that would show reception what staff status was.

Turning point

Siemens Enterprise Communications approached MG Owners' Club with the opportunity to become the first UK installation of a unified communications call centre based on HiPath 3000 version 8, in tandem with OpenScape Office - the Company's unified communications and contact centre application for small and medium enterprises.

MG Owners' Club was to be the first customer outside Germany to use the platform with an installation carried out in February 2009.

The implementation was carried out in two stages. After a first stage installation of OpenScape Office during office hours alongside the existing telephony system the system was then reprogrammed and recabled out of hours, allowing operations to be switched over with minimal disruption.

Siemens Enterprise Communications provided a managed installation and training process for staff.

Significant benefits

The combined HiPath OpenOffice 3000 and OpenScape Office unified communications system is delivering significant benefits to MG Owners' Club' different service teams.

Staff find the new system easy to use and are better able to manage incoming calls. Managers and supervisors are able to monitor the incoming calls situation on a wall board and redistribute calls where pressure points are reached. System administration has been streamlined, reducing maintenance overheads.

Staff can update their status easily at any point in the day while OpenScape Office also integrates with Microsoft Outlook to automatically set phones to meeting mode so managers and reception can see status.



"The HiPath 3000 system has enhanced our customer service because we can distribute calls to our specialists or deal with peaks in demand more effectively. Staff can locate each other much more effectively, which had been difficult at times before."

Richard Monk, Managing Director,
MG Owners Club

About Unify

Unify—formerly known as Siemens Enterprise Communications—is one of the world’s largest communications software and services firms. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and dramatically improves business performance. Born out of the engineering DNA of Siemens, Unify builds on this heritage of product reliability, innovation, open standards and security to provide integrated communications solutions for 75% of the Global 500. Unify is a joint venture of The Gores Group and Siemens AG.

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