

# **CABLE & WIRELESS ROLLS OUT VIRTUAL CONTACT CENTRE SOLUTION TO SUPPORT LAUNCH OF MARKS & SPENCERS &MORE CREDIT CARD**

Submitted by: Pleon  
Monday, 6 October 2003

---

Cable & Wireless helps Marks & Spencer Money expand and enhance customer service operations for largest ever credit card launch in Europe

Cable & Wireless, the global telecommunications group, today (6 October 2003) announced a three-year deal with Marks & Spencer Money to upgrade and expand its customer contact centre operations to support today's launch of the new &more credit and loyalty card.

The new contact centre operations, accommodating 750 agents, will ensure that customers benefit from a fast and efficient customer service, including self- service options. Cable & Wireless has designed and rolled out the virtual contact centre (VCC) solution at Marks & Spencer Moneys existing contact centre in Chester and new centres in Preston and Mumbai, India.

The virtual contact centre is so named as sites operate seamlessly as a single, flexible customer service operation, ensuring that customer calls are routed with minimal waiting times to specifically skilled agent groups. It can do this because it is a network-based rather than site-specific solution.

Marks & Spencers &more combined credit and loyalty card allows customers to earn reward points for spending on the card both inside and outside of Marks & Spencer stores with points redeemed as vouchers that can be used in any of the company's UK stores. We have an exciting and rewarding credit card offer that is underpinned with excellent customer services, said Eddie Nott, Chief Operating Officer, Marks & Spencer Money. Cable & Wireless was able to work with us to design and roll out our new contact centre against aggressive deadlines and we now have a resilient customer service operation capable of supporting the high demand we expect for our new card.

Using Cable & Wireless platform, Marks & Spencer Money is able to deliver high standards of both live and self-service customer care very cost-effectively, said Robin Morgan, managing director, Retail & Industry, Cable & Wireless. Our network-based solution provides the flexibility to operate multiple contact centres as a single entity and, crucially, makes it easy for Marks & Spencer to add new locations or agents in line with demand for its &more service.

Marks & Spencers new virtual contact centre has the following capabilities all aimed at delivering fast and efficient customer service, whilst reducing overall operational costs:

-Network computer telephony integration (NCTI) this identifies customers by their account and PIN details and provides agents with customer account information before the call is answered. This enables agents to respond quickly and accurately to customer queries;

-Skills-based routing - NCTI also routes customer calls, whilst still in the network, to the most appropriately skilled agent groups. This ensures that customers reach the specific agents who are trained to handle their type of query and that agents can better cross-sell financial services products;

-Network interactive voice response (NIVR) this allows customers to carry out straightforward transactions such as checking their balance, by self service, without needing to speak to an agent. Marks & Spencer Money aims to enable one third of callers to use the self - service options, thereby substantially reducing the cost of supporting basic customer transaction's and saving agent time for more complex queries;

-Scalable and resilient platform as Cable & Wireless VCC is based on the company's UK-wide NCTI platform, the virtual contact centre can easily be scaled up to support new services or promotions at short notice.

Cable & Wireless professional services team worked collaboratively with Marks & Spencer to design, build, test and implement the contact centre solution against aggressive deadlines. Cable & Wireless will proactively monitor the contact centre network, services and equipment on an ongoing basis, as well as giving Marks & Spencers IT managers access to network management reports via their own systems.

The new virtual contact centre is the latest step in Marks & Spencer plc's strategy to create a virtual and scalable business communications infrastructure. Cable & Wireless has already connected Marks & Spencer stores and data centres with an Internet Protocol Virtual Private Network with Quality of Service (IP-VPN QoS) and is providing secure hosting for the retailer's e-business applications and website in tandem with Marks & Spencers own data centre.

- Ends -

Notes to editors

Previous announcements on Cable & Wireless\_ work for Marks & Spencer are as follows:

Cable & Wireless Supports Marks & Spencers e-Business Evolution with Integrated Communications Platform  
[http://www.cw.com/media\\_events/media\\_centre/releases/2003/01\\_29\\_2003\\_8.html](http://www.cw.com/media_events/media_centre/releases/2003/01_29_2003_8.html)

Cable & Wireless and Marks & Spencer win Most Innovative European Network Project at Networking Industry Awards  
[http://www.cw.com/media\\_events/media\\_centre/releases/2003/07\\_10\\_2003\\_67.html](http://www.cw.com/media_events/media_centre/releases/2003/07_10_2003_67.html)

Marks & Spencer First in UK to Benefit from Cable & Wireless Company-Wide IP-VPN Network  
[http://www.cw.com/media\\_events/media\\_centre/releases/2001/03\\_05\\_2001\\_63.html](http://www.cw.com/media_events/media_centre/releases/2001/03_05_2001_63.html)

About Cable & Wireless

Cable & Wireless is one of the world's leading international communications companies. It provides voice, data and IP (Internet Protocol) services to business and residential customers, as well as services to other telecoms carriers, mobile operators and providers of content, applications and internet services.

Cable & Wireless' principal operations are in the United Kingdom, continental Europe, the United States, Japan, the Caribbean, Panama, the Middle East and Macau.

For more information about Cable & Wireless, go to [www.cw.com](http://www.cw.com).

About Marks & Spencer

For background information, please visit <http://www.marksandspencer.com/mediacentre>.

For more information, please contact:

Tara Salgado

Cable & Wireless

Tel: +44 (0)20 7315 4184

Email: [tara.salgado@cw.com](mailto:tara.salgado@cw.com)

Henny Valder / Vicki Cook

Brodeur Worldwide (for Cable & Wireless)

Tel: +44 (0)20 7298 7075/7113

Email: [hvalder@uk.brodeur.com](mailto:hvalder@uk.brodeur.com) / [vcook@uk.brodeur.com](mailto:vcook@uk.brodeur.com)

Louis Hill

Marks & Spencer Money

Tel: +44 (0)1244 686 669

Email: [louis.hill@marks-and-spencer.com](mailto:louis.hill@marks-and-spencer.com)

---

Click on the link below to see this news release as it appears on the Brodeur News Room website and obtain full contact details.

<http://www.brodeurnewsroom.com/public/release.asp?rid=2685&cid=10>

---

Click the link below to login and update your company and subject preferences, or personal details.

<http://www.brodeurnewsroom.com/public/login.asp>

---

Click on the link below to have your login details re-sent to you.

<http://www.brodeurnewsroom.com/public/forgot.asp>