

Figleaves.com provides enhanced customer service with cloud-based contact centre from Intelcom

Submitted by: PR Artistry Limited

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Intelcom (<http://www.intele.com>), a provider of cloud-based contact centre solutions, today announced that Figleaves.com, the ultimate online destination for lingerie, loungewear and swimwear, is using its' cloud-based contact management portal Connect. Figleaves.com's central call centre is based at the organisation's main warehouse and distribution centre in Haverhill, Suffolk and supports 1.2 million customers in 100 countries.

Figleaves.com replaced its original telephony system with the hosted Intelcom solution to provide automated call routing and accurate reporting. After a thorough review of the marketplace, it selected Intelcom as one of the first developers of cloud-based contact centres with a robust technology that combined resilience with ease of use.

Sarah Arnold, Customer Services Manager at Figleaves.com, commented, "Intelcom fitted the bill. The technology was tried and tested which gave us huge confidence from the outset. We didn't even need to invest in new handsets keeping our capital costs to a minimum. After a few minutes of training, we could plug in and play and see immediate benefits."

Figleaves.com's busy contact centre is open from 8am until Midnight between Monday to Friday, from 9am until 8pm on Saturdays and from 10am until 6pm on Sundays. During the week, the opening hours are deliberately longer to accommodate the company's loyal following of North American customers who regularly visit the Figleaves.com site in the USA.

Calls last anything from 2.5 minutes for general order enquiries around delivery dates to nearly 5 minutes for personal shoppers who require a more tailored service with specialist advice on sizing and styling.

Despite changes in technology over the past few years, the telephone remains the most popular form of communication for Figleaves.com customers at 57% of all contact via calls followed by email (32%) and web-chat (11%). The trend reflects the importance of offering customers a highly personal service, vital for boosting customer confidence, satisfaction and long-term loyalty.

Since working with Intelcom, Figleaves.com has reaped a series of benefits for staff and customers alike. With all the right information at their fingertips, supervisors can quickly assess service levels around the world and agents are empowered to make their own decisions.

Agents regularly monitor their own status and have a complete overview of the whole department's activity. This gives them the opportunity to adjust their performance to meet their own personal objectives and step in, when necessary, to ensure customers receive the high levels of service they have come to expect.

Furthermore, Intelcom's web-based statistics tool, Sonar has become a valuable and strategic resource for supervisors. Extracting accurate statistics from within the Intelcom system, they can create

meaningful reports that track performance by day, by week, by individual agent and by department and even provide comparisons year-on-year, a process that takes minutes rather than hours.

Sarah Arnold continued, "Customers are at the centre of everything we do and Intelcom (<http://www.intele.com>) truly understands this concept. The people are a joy to work with and responsive to our needs. Intelcom has given us a straight-forward but highly resilient framework that integrates seamlessly with the rest of our network. It helps to support our overall drive to deliver an exceptional customer experience."

Figleaves.com plans to build on the success of the Intelcom solution. Next on the horizon is the re-introduction of call recording via Intelcom and its partner Cloud9 Business Analytics.

Adrian Sparks, Managing Director at Intelcom UK concluded, "More and more of our customers are looking to reduce their costs by moving towards a cloud-based solution to manage their call centre. Increasingly, solutions like ours are considered a strategic tool and fundamental part of an organisation's business continuity programme. The innate flexibility and scalability of our technology makes it ideal for companies like Figleaves.com who need to maximise resources whilst delivering an exceptional and personal service to customers."

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About Figleaves.com

Figleaves.com is the ultimate online destination for lingerie, loungewear, underwear, clothing, swimwear, nightwear and shapewear. Each season, the company launches thousands of new items and ideas across the site. Over 1.2 million customers visit the figleaves.com online shop and it delivers to over 100 countries.

Established in 1998, figleaves.com's offer has grown to include several exclusive brands such as the Midnight Grace and Just Peachy lingerie collections. It also designs its own line of essentials and sexy separates in lingerie, laidback cotton underwear and loungewear for men, and chic accessories and clothing for women.

For more information visit www.figleaves.com

About Intelcom

Intelcom is a leading provider of location independent network based customer contact services. With over 30 years' experience, Intelcom was one of the first developers of cloud based contact centres. Highly flexible and scalable Intelcom's technology can be adapted to accommodate one to several thousand concurrent agents or callers to any telephone, any location and integrates to multiple applications seamlessly.

Intelcom's hosted contact management portal Connect is tailored specifically to meet customer requirements and can be integrated to work within any software or hardware environment. Connect delivers the option to manage phone, email, social media, chat, sms, web and fax enquiries through one queue and one interface with real-time visibility of agent activity regardless of location. Intelcom's web

based statistics tool Sonar provides users with instant access to predefined reports and bespoke report generation to support efficient business planning.

Today Intelcom is used by over 550 organisations and provides carrier grade contact centre services to more than 15,000 users worldwide.

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