

BVG-Airflo saves money and delivers efficient service to 850,000 customers using Intelcom cloud based contact centre solutions

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BVG-Airflo (<http://www.bvg-airflo.co.uk>), one of the UK's largest groups of independent specialist mail order companies, has selected Intelcom (<http://www.intele.com>) to manage up to 10,000 calls a day and process around one million orders every year from 850,000 customers. Since deploying Intelcom, BVG-Airflo has created a more flexible contact centre environment that has enhanced customer service and achieved significant financial savings on outsourcing costs. BVG's 50-strong contact centre team now handles customer calls seamlessly between its headquarters office in Brecon, South Wales, a 150,000 sq ft distribution centre in Skelmersdale, Lancashire and the company's outsourced operation, also based in Lancashire.

BVG was looking to replace its existing on premise telephony system with a more flexible solution that could support a complex insourced/outsourced contact centre model and help deliver a faster, more professional response to customers. BVG selected Intelcom to manage fluctuating call volumes and respond to enquiries covering the group's wide portfolio of products and services ranging from fishing tackle, shoes and clothing to home and garden products. BVG also turned to Intelcom to support the company's online business that has increased dramatically over the past five years.

Tom Larkin, Head of Customer Service at BVG-Airflo, commented, "Intelcom fitted our requirements exactly. The technology was tried and tested and as a highly flexible, scalable solution, it has delivered real benefits all-round. Our customer response times have improved dramatically and we now meet our SLAs consistently. We are particularly impressed by the complete visibility we have of our contact centre activities which has led to financial savings in terms of managing our outsourced resources."

BVG's contact centre agents use Intelcom to take orders from customers seven days a week between the hours of 8am and 8pm with headquarters staff operating normal business hours from Monday to Friday between 9am and 5.30pm. All calls come into BVG's central customer service number via the Intelcom system and are automatically routed to the outsourced operation when no other agents are available.

Using Intelcom's advanced skills-based routing functionality, BVG has configured the system so that agents take only the calls that they are qualified to take, boosting their own confidence and enhancing customer satisfaction.

One of the biggest benefits of using Intelcom has been visibility. Staff can see how many people are calling, when and how long they have been waiting. The availability of accurate, real-time information means that senior managers can see at a glance what type of calls are coming in and if they need to re-allocate resources.

The transparency offered by Intelcom gives staff control over their contact centre environment without having to rely on the IT or telecoms department for support. For example, on a busy day when the majority of calls are general enquiries, all sales calls can be routed to the outsourced call centre in a

matter of seconds, a previously difficult task that depended on the skills of the IT department.

Since deploying Intelcom, BVG has noticed a dramatic improvement in call response times and customer feedback with no additional headcount. As a result there has been a reduction in negative comments from customers regarding call waiting times and the team is meeting its Service Level Agreements (SLAs) more consistently.

Before Intelcom, BVG had to pay for all calls taken by the outsourced call centre based on a projected estimate given by BVG. Because BVG can now accurately forecast the number and type of calls it receives, it is able to manage the majority of them internally resulting in significant financial savings that can be released back into the business.

Adrian Sparks, managing director at Intelcom UK concluded, "As one of the largest group of independent specialist mail order companies in the country, BVG faces stiff competition especially in these tough economic times. We believe our proven track record of delivering robust, scalable systems that help customers focus on their core business leaves BVG free to concentrate 100% on anticipating customer needs, reacting quickly to changes in the marketplace and capitalising on new opportunities that support their growth targets."

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About BVG-Airflo Group Ltd

Headquartered in Brecon, South Wales, BVG-Airflo is one of the region's most successful companies. It imports and markets a wide range of home, garden, shoe and clothing products through its own mail-order companies and via distribution to some of the UK's best known high street stores and TV shopping channels.

BVG's 300 employees distribute over 100 million catalogues via the National press and directly to 850,000 customers and typically process around one million orders every year.

For more information, please visit www.bvg-airflo.co.uk

About Intelcom

Intelcom is a leading service provider of location independent hosted communications technology. With over 14 years' experience, Intelcom was one of the first developers of cloud based contact centre solutions. 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 centre application 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, e-mail, Chat, SMS, Web and social media enquiries through one queue and one interface with real-time visibility of agent activity regardless of location. Intelcom's web based statistics provide users with instant access to pre-defined reports and bespoke report generation to support efficient business planning.

Today Intelcom serves over 2000 customers, 900 of which depend every day on Intelcom's cloud based contact centres to do business. Total revenue is GBP 53 million with a healthy 14% EBITDA.

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