

CUSTOMER EXPERIENCE



ABOUT IN-BUSINESS RESERVATIONS

Type: Marketing Services

Location: England

Configuration: CTI, Call Centre

Website: www.ibr.co.uk

CUSTOMER NEEDS

- A system that can handle complex call routing without leaving the caller on hold for too long
- To be able to record conversations for training

"We are very pleased by how comprehensive the solution is. We are now secure in the knowledge that when that all important customer calls us they will be answered within 10 seconds and by the right person. That's a pretty powerful solution and one which sets us apart from our competitors."

– Nick Perry, IT Director,
In-Business Reservations

In-Business Reservations a leading event management company got the results they needed with a Mitel® solution

If you focus on delivering quality customer service and your customers expect it to be maintained you need a communications solution which keeps you one step ahead of the game. This case study highlights how a leading event management company got the results they needed with a Mitel® solution.

Since 1988, In-Business Reservations (IBR) has established itself as the UK's leading provider of meeting and event solutions, offering a free venue-finding service.

Its range of innovative meeting and event solutions is constantly expanding, as it grows to meet its clients' changing needs. ILLICO Events, a sister company, produces unique global creative events for many of the UK's best-known brands. With total bookings now up to £60m, IBR continues to use its buying power to source the best venues at preferential rates.

Whatever your requirement – be it venue-finding, accommodation, event production, delegate management, audio visual equipment, private dining or team-building – IBR will work in partnership with you to achieve your objectives.

The "Customer is King" is an adage which truly hits home with IBR and as such the company sets high expectations on delivering quality customer service. The company places significant focus on what is more often than not a company's first chance to impress – the telephone.

IN-BUSINESS RESERVATIONS

SOLUTION COMPONENTS

- Mitel Communications Platform
- Computer Telephony Integration

RESULTS

- Improvements in general business practice
- Staff morale increased
- Calls answered now within 10 seconds

IBR needed a communication solution which could handle complex call routing for its 100 seat call centre without leaving the caller on hold for too long. The solution also needed the capability to record conversations for both training purposes and to enhance the customer service offering. IBR's incumbent telephony supplier simply could not live up to the requirements demanded by the company and expected by the customer.

IBR spent considerable time researching solution providers and could not find the right partner to deliver both the software and hardware. That was until they met a reseller that spent the time required to better understand the business issues faced by IBR. The reseller knew straight away that they could deliver a solution which would meet IBR's expectations.

By working closely with the customer the reseller designed and wrote a bespoke call handling software package which seamlessly integrated with the communications platform, as well as other third party software required for the solution to work.

Nick Perry, IT Director, IBR commented, "We are very pleased by how comprehensive the solution is. We are now secure in the knowledge that when that all important customer calls us they will be answered within 10 seconds and by the right person. That's a pretty powerful solution and one which sets us apart from our competitors."

One of the recognised superior features of the system is its ability to allow third party companies to develop bespoke solutions. In this instance, the reseller was able to leverage the dynamic open architecture of the platform to deliver a comprehensive and reliable solution.

Since the implementation of the solution IBR has recognised improvements across the company, from general business practice through to improved staff morale in the call centre.

Calls are now not only answered within 10 seconds but also, using the bespoke call handling software solution all calls can be reported on allowing the call centre manager to better handle staff rotation.

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