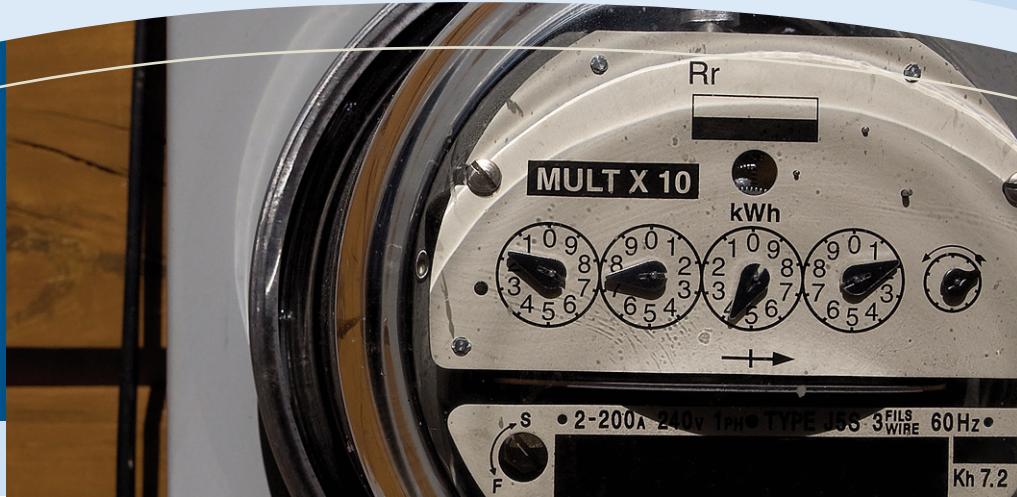


# CUSTOMER EXPERIENCE



## ABOUT LOWRI BECK

**Type:** Energy, Utilities, Fuels

**Location:** England

**Configuration:** Call Centre, Interactive Voice Response (IVR), Computer Telephony Integration (CTI)

**Website:** [www.lowribeck.co.uk](http://www.lowribeck.co.uk)

## CUSTOMER NEEDS

- To provide efficiency through technology while retaining and enhancing existing customer service
- To provide a 24-hour customer service for meter readings
- To keep customer waiting times to a minimum
- To have a varied and accessible route to market whilst retaining the human element of customer service

## Lowri Beck Brings their ICT Infrastructure into the 21st Century

When your customer base includes several large utility providers in the UK, then you need to ensure your technology and communications solutions are up to scratch. This case study details how one company brought their ICT infrastructure into the 21st Century and not only improved business processes but also increased customer satisfaction in a 24/7 customer service environment.

Lowri Beck was established in 1996 as an independent meter reading company in the then newly deregulated energy market. A major part of its activity is the provision of an efficient, cost effective, nationwide meter reading and data collection service.

Lowri Beck's IT systems and expertise assures that the data its customers require can be handled and delivered in a format that meets their specifications. The company employs approximately 180 field staff whose services are available between 7:00am and 8:00pm. The call centre and data centre staff can provide services 24 hours a day.

Lowri Beck started planning their customer services strategy five year plan in 2004, and under the care of managing director Bob Vernon, the company has grown significantly. Following the strategy review the biggest challenge Lowri Beck faced had to be efficiency through technology while retaining and enhancing existing customer service.

Bob recognised that customers in this competitive market expected more than just traditional call centre or doorstep meter reading. The route to market would have to be varied and accessible while retaining the human element that Lowri Beck was justly proud of.

*“We took the time to understand our customers’ needs and objectives and drilled down further to understand what the public wanted too. Customers deserve our respect for being both technically savvy and wanting a choice of access mediums. We believe we offer that and our customers are telling us we’re getting it right too. The real difference was partnering with a communications company who thought the same way we did, talked the same language and embraced leading edge technology with a pragmatic approach.”*

– Bob Vernon, Managing Director,  
Lowri Beck

He pioneered the introduction of bespoke hand held terminal technology for field staff and simple web based meter reading for customers. His attention then focused on the main portal that links company to client, the telephone system.

Lowri Beck’s call centre has fully trained staff capable of both receiving customer calls (via Call Manager software) and making outgoing calls to service the many business needs of clients. The call centre can provide:

- A professional customer service
- Telephone answering / response service to marketing campaigns or promotional projects
- Out of hours “overflow” service: making or answering calls out of business hours with our 24 hour service, or capturing additional calls during busier times to ensure that no potential business is lost
- 24 hour call-out remedial alert service
- Recruitment line service

Lowri Beck’s data centre, with highly proficient data-entry staff, works in conjunction with the call centre to ensure that Lowri Beck can provide clients with speedy and efficient results. The data centre staff are trained in numerous applications, software packages and website data capture to provide:

- Efficient transference of data from any media (postcards, questionnaires, telephone calls, order forms etc) to electronic format
- Electronic delivery of data via an in-house Oracle database and mobile communication service. Lowri Beck can manipulate and present data in many ways with comprehensive reporting suites
- Collection of email and web responses
- Mailshot distribution (and response service) on a “one-off” or a cyclic project-managed basis

### SOLUTION COMPONENTS

- Mitel Communications Platform
- A second Mitel Communications Platform to provide disaster recovery
- Interactive Voice Response (IVR)
- Computer Telephony Integration (CTI)

### RESULTS

- Customers can submit meter readings 24-hours a day through the IVR system
- Calls can be managed to reduce customer waiting times
- The two systems are networked together seamlessly and provide disaster recovery
- The customer service offering has been enhanced without losing the human element

Lowri Beck had run with the same telephone system for the previous 10 years and, although it had served them well, the cracks were definitely starting to show. Bob appointed a member of the senior operations team to explore what was available in the marketplace. And, more importantly, to look for solutions that would fit into the Lowri Beck ethos; choice for the customer combined with total reliability and accountability to the power supplying client.

The result of many months of research and product demonstrations led the management team to the door of a leading reseller and ultimately a solution based on a Mitel® Communications Platform.

Bob's need for reliability in the chosen system meant two separate buildings with full disaster recovery at each site. Two systems, more than capable of handling the needs of the business, were installed and then networked together to form a seamless single system. In the event of a link failure or building isolation each system can operate independently to keep the company working.

The scaleable system provides true call centre queuing with a human face, vital Bob believes in satisfying both his clients' expectations and that of the power companies and the customers.

For those who embrace technology there is an automated Interactive Voice Response (IVR) platform that integrates with the system and the main database so that clients can leave their meter reading with the least fuss possible 24 hours a day. The system will also, via Callview (a third party software package), provide real-time analysis of calls so Lowri Beck call centre managers can adjust staff levels to keep waiting times low.

Bob commented, "We took the time to understand our customers' needs and objectives and drilled down further to understand what the public wanted too. Customers deserve our respect for being both technically savvy and wanting a choice of access mediums. We believe we offer that and our customers are telling us we're getting it right too. The real difference was partnering with a communications company who thought the same way we did, talked the same language and embraced leading edge technology with a pragmatic approach."

CUSTOMER EXPERIENCE  
**LOWRI BECK**

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