

FACT BOX

Before ice [®]	- 8 seat system
Average answer time	- Over 2 min
# Calls lost	- 7,000 per week/ 50%
Additional costs	- External agency (1£ per call)
With ice [®]	- 30 seat ice ACD
Average answer time	- Under 15 seconds
# Calls lost	- Less than 10%
Cost savings	- 13,000£/month

Betterware has come a long way since its early days of selling brushes door to door in East London – it is now the 2nd largest Direct Sales Company in the UK. In business since 1929, Betterware's success seems all the more impressive considering that for years it operated with an outmoded phone system that lost them upwards of 7,000 customer calls per week.

As a growing catalogue sales-based enterprise (offering giftware such as jewellery, household items and high class cookware) Betterware depends on its call centre to handle Telesales, Customer Service, Recruitment and a Sales Force Helpdesk; as such the call centre is pivotal to every aspect of the business.

Betterware's old system dealt with high caller volumes by disconnecting callers during peak periods – dropping them, as call centre manager Peter Hollier recounts, "Into a black hole." The band-aid solution of contracting to an external agency to curb caller overflow significantly increased costs, diluted their quality of service and still left them at the mercy of a system that sabotaged their best efforts to serve their clientele.



As a result of choosing **ice**, Betterware has attained the distinction of operating well above UK industry standards. Customers are treated as they expect and deserve - 85% of calls are answered within 15 seconds, and Betterware now handles up to 13,000 calls per week.

Caller information allows agents to greet customers by name, and Skills Based Routing ensures that callers are promptly connected with the staff members best equipped to help them with their particular concerns.

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Hollier recalls Betterware's old call management system: "No one knew how to use it, least of all the company that installed it. We had no way to gauge daily reports and were shocked to discover that 50 % of the calls were going unanswered." With **ice**, Hollier can accurately monitor call volumes and allocate staff effectively, which means Betterware is prepared at all times to serve its customers - whether during peak or low periods.

The speed with which agents acclimatized to the new system was a relief to all – Hollier notes that, "normally staff can be averse to change, but with only ten minutes of on-site training and such ease of use, they embraced it. It gives them more information than they've ever had before, and allows them to assess their own performance. They compete amongst each other to see who can answer the most calls!" Hollier is completely satisfied with the **ice** system, and "would recommend it without a doubt. The product is excellent and the team is second to none." CTT was able to respond to Betterware's unique installation requirements by cutting their set-up time in half, further impressing Hollier who appreciated the "fast, seamless installation and commitment of the CTT staff."

The open architecture of the **ice** system affords Hollier the assurance that Betterware's call centre will continue to offer high-end competitive service. The system will support future changes that will reflect changing business needs and technological advancements, such as the impending addition of a new DPNSS Index system.

Betterware's **ice** call centre has become a dynamic and flexible environment wherein both management and agents play more integrated and informed roles than ever before.

And the best part of all – by eliminating the need for a costly external agency, Betterware recovered the cost of the **ice** system within four months, streamlined productivity and improved customer service; and will continue to reap its benefits for years to come!



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