

Driving Results Ltd Case Study

Challenge

Driving Results Ltd is the UK's leading provider of vocational training within the driving instructor industry, with related businesses supplying educational and other services across the market. Driving Results have an annual turnover in excess of £40m, and employs 400 staff over 25 locations.

As a rapidly expanding business, Driving Results Ltd were looking to recruit agents for their call centres in both their Billingham and Liverpool offices, however due to a lack of management reporting they were not sure of exactly how many new agents they would need.

Solution

4Net provided Driving Results Ltd with an Avaya Contact Centre solution for up to 30 agents in the Billingham office and upgraded the existing ACM at the Liverpool office to the latest software and increased capacity for up to 50 agents. The solution also included a Call Management System (CMS) to provide information and real time reporting on call volume, wait times and abandonment to enable tracking of efficiency levels within the call centre. A ComputerTel Carina call recording solution was installed at both sites to help improve call handling, training and efficiency.

Benefits

Driving Results Ltd now have a clear picture of the call centre situation, with the ability to analyse and produce automated reports at many more levels (Vector, VDN, Skill and Agent) in detail, the management of the site has transformed creating more time for the ongoing development of staff which in turn enhances the customer experience.

Introduction

Driving Results Ltd is the UK's leading provider of vocational training within the driving instructor industry, with related businesses supplying educational and other services across the market. Driving Results have an annual turnover in excess of £40m, and employs 400 staff over 25 locations.

Driving Results Ltd consists principally of six trading divisions including RED Instructor Training and Red Driving School, which represent a thriving portfolio of services and products operating across the driving instruction industry.

Challenge

As a rapidly expanding business, Driving Results Ltd were looking to recruit agents for their call centres in both their Billingham and Liverpool offices, however due to a lack of management information they were not sure of exactly how many new agents they would need.

Their current legacy telephony system in the Billingham office provided Driving Results Ltd with minimal real time and historical reporting so they had little insight into call data such as number of calls received, wait times, abandonment etc, so were unable to take the business to the next level.

Also the lack of available business intelligence meant that Driving Results could not identify training requirements or efficiency levels of their current agents.

It was also discovered that the current legacy system couldn't handle a sudden influx of calls and as the business was continuing to grow this created a significant financial impact upon the organisation.

Solution

Driving Results met with a number of Telecommunications providers who provided competitive quotations for providing the new telephony system at the Billingham office and upgrading the telephony system at the Liverpool office. However after meeting with 4Net, Scott Day, Head of Contact Centres for Driving Results comments 'we were convinced that as well as tendering an excellent figure they understood our requirements

perfectly, wanted our business and were keen to deliver a quality service.'

On receiving the official go ahead 4Net provided Driving Results Ltd with an Avaya Contact Centre solution for up to 30 agents in the Billingham office. This solution included a Call Management System (CMS) to provide management information and real time reporting on call volume, wait times and abandonment to enable tracking of efficiency levels within the call centre; along with screen based work boards to show live information during operation hours.

An upgrade of the HP ProCurve LAN was carried out to support Quality of Service (QoS) and Power over Ethernet (PoE). 4Net also upgraded the Liverpool offices existing Avaya ACM to the latest version of software and increased the call centre capacity for up to 50 agents.

ComputerTel Carina Voice Recording solutions were installed at both sites to help improve training and efficiencies by providing access to historical calls to identify areas for improvement. Scott Day also commented 'The team who completed the work at both sites were fantastic and everything went exactly to the plan 4Net had set out – which most importantly enabled us to maintain business as usual throughout the process.'

Benefits

Driving Results Ltd now have a clear picture of the call centre situation and can view intelligent agent/ call centre statistics easily at any time allowing managers to pin point peaks and troughs in the call flow and staff accordingly. With the ability to analyse and produce automated reports at many more levels (vector, VDN, Skill and Agent) in detail, the management of the site has transformed creating more time for the ongoing development of staff which in turn enhances the customer experience.

The Carina call recording solution allows Driving Results to use real life scenarios during training to help improve agent call handling and ensure that processes are being followed by agents during every call.

The ability to listen to real time and historical calls has also enabled Driving Results Ltd to introduce a Quality Assessment plan for Advisors to ensure that they are providing a high level of service to their customers, prospects and employees.

Driving Results are still receiving the highest level of support from 4Net with Scott Day further commenting 'Since the work has been completed we have received the same level of support from the Helpdesk team who as well as addressing any issues we have had, are always available to answer any queries and give advice to my management team'.

About 4Net Technologies

4Net Technologies provide contact centre and telephony solutions that address today's business issues. With an intelligent and consultative approach, combined with unrivalled technical excellence, 4Net can design, implement and support the technology solution that meets your businesses objectives whilst maximising existing investments. From IP Telephony to Unified Communications and Virtual Contact Centres, 4Net Technologies partners with best in class vendors such as Avaya, Cisco and Mitel, to provide a solutions portfolio that can address 21st century business challenges.

For further information on 4Net please call **0845 055 6366** or visit www.4net-technologies.co.uk