



Digital Customer Experience Success Stories



A guide from Mitel

 **Mitel**[®]
Powering connections

Digital Customer Experience Success Stories

Today's customer is **ever-changing**. Increasingly mobile, unpredictable and demanding, the new breed of consumer has the world at its fingertips. What's more, today's mobile consumer creates and controls Internet content. With the wide reach social platforms provide to any given customer, first impressions have never been so important. Convenience and flexibility are key, to the point where the best customer experience is often the experience that involves customer contact the least.

In order to respond to these rapidly evolving customer demands, businesses must be ever-changing as well. Allowing customers to communicate in whatever method makes the most sense for them (whether it's voice, email, chat, SMS or social media) has transformed from a unique competitive differentiator to an absolute requirement. In fact, today's customer experience must go beyond *customer* communications to leverage the power of machine-to-machine interactions via the Internet of Things.

Seem daunting? That's why we've compiled a collection of customer snapshots to showcase businesses from a variety of industries that are getting it right and describe the steps they took to get there. Each scenario features unique requirements, challenges, and, ultimately, a transformed customer experience worth tweeting about.



Red Funnel Ferries



Company

- Integrated transport and travel business that runs ferries from Southampton to the Isle of Wight and helps customers book hotel and holiday accommodations
- Carries 3.2 million passengers and 700,000 vehicles per year



At a Glance

REQUIREMENTS:

- Replacement for outdated, voice-only Cisco contact center
- Improved customer experience that incorporated channels such as social media
- Integration with third-party social media monitoring

SOLUTION:

- [MiVoice Business](#)
- [MiContact Center Business](#) with multimedia

RESULTS:

- Customer compliments up 116%
- Proactive customer communications on scheduling, delays, etc.
- Customer complaints down 16%
- Improved staff productivity and response times



Customer snapshot

As the “original Isle of Wight ferry operator,” Red Funnel Ferries operates 30,000 sailings annually between the UK mainland and the Isle of Wight, 365 days a year, 24/7. The company carries 3.2 million passengers and 700,000 vehicles per year and apart from ferry travel, customers can book hotel and holiday accommodations, attractions, festivals and events through Red Funnel. Customer service is a key part of its business, requiring a fully featured and reliable phone system and contact center.

When the company’s Cisco Call Manager and voice-only contact center solution approached end of life, the company realized it was time for an upgrade or replacement to future-proof the infrastructure, improve the system’s resilience and enable interaction with customers via multiple channels, including social media.

After evaluating various solutions, Red Funnel installed a Mitel MiVoice phone system throughout the organization, including the headquarters and terminal areas, and deployed Mitel MiContact Center for its contact center agents. According to Chris Elliott, Red Funnel’s Contact Center Manager, “The Mitel solution was chosen for its ability to integrate solutions that met our business objectives, from flexible workflow management to social media integration and recording functionality, all of which assists our vision to supply a framework that meets our customers’ needs.”

Get the full scoop

To learn more about Red Funnel’s social media success, [check out the video below](#).



Centrinex



Company

- A national leader in contact center management
- Delivers contact center services for the federal government, financial services, seminar groups and inbound customer service



At a Glance

REQUIREMENTS:

- Communications systems capable of responding to and supporting rapid growth in company size and customer contact volumes
- Digital capabilities for customer interactions through email and Web chat
- Workforce management tools to forecast immediate, short-term and long-term service volumes and schedule agents accordingly

SOLUTION:

- [MiVoice Business](#)
- [MiContact Center Business](#) with multimedia
- MiContact Center Workforce Scheduling



RESULTS:

- Improved agent utilization and response time through implementation of email and Web chat
- System scalability as company grew from ten to 800 agents in three locations
- Broader and more differentiated service provided to clients
- Improved end customer experience and satisfaction

Customer snapshot

Founded in 2005 in Lenexa, Kansas, Centrinex is a national leader in contact center management and predominantly serves lines of business like the federal government, financial services, seminar groups and inbound customer service.

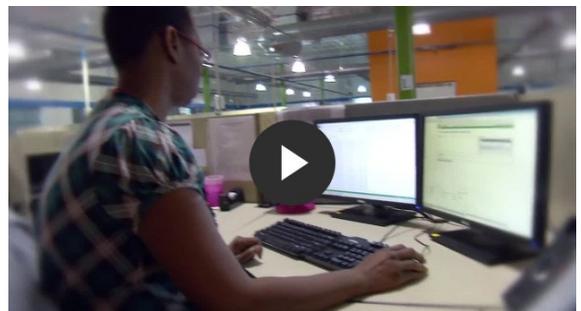
In the past ten years, Centrinex has grown from a startup with ten employees to a powerhouse with 800 agents and three call center facilities. But its tremendous growth is no product of luck; Centrinex credits its success to performance measurement, recruiting and training top talent and a commitment to using advanced technology. Ever-conscious of shifts in the market and new ways customers wish to communicate with its clients, Centrinex recognized that introducing digital capabilities into its call centers would not only improve customer satisfaction, but also increase productivity by enabling agents to handle multiple customer interactions at once and with a quicker resolution time.

Each time we added more agents, each time we added more phone lines, each time we added more volume to the system – Mitel had a solution for us and was able to provide for us everything that we needed to move to that next level. It's an easy decision for me now to want to grow to 1000 people, 2000 agents, 4000 agents... [we know our] Mitel solution will be able to grow with us.

**Bart Miller, CEO & Founder
Centrinex**

Get the full scoop

Hear about Centrinex's transformation in Bart's own words in [this video interview](#).



Aerial Capital Group



Company

- [Communication infrastructure provider to Canberra's largest fleet of taxis and hire cars](#)



At a Glance

REQUIREMENTS:

- Resolution of problems that included 15,000 missed calls per month and customers being kept on hold for an inordinate amount of time to book a taxi
- Improved response time for callers, agent performance and overall customer service
- Contact center solution with process automation, capable of supporting high call volumes (such as 400% increases during peak times), boosting agent performance and reducing operational costs

SOLUTION:

- [MiVoice MX-ONE](#)
- [MiContact Center Enterprise](#)



RESULTS:

- Annual savings of AUS \$1.2 million
- Improved customer service
- Improved call handling, with a response time of just 42 seconds
- Reduced operational costs from requiring only four agents (instead of up to 60!), with IVR now handling 42% of all calls
- Freedom to develop custom applications for smartphones thanks to the openness and flexibility of MiContact Center Enterprise

Customer snapshot

Looking to excel past the customer service standards of its competitors, Aerial Capital Group sought to deploy a call center solution that better met and surpassed industry benchmarks. Aerial's vendor research involved a review of large call center systems, including offerings from Genesys and Mitel, and found the Genesys solution to be too expensive and without the required levels of support from providers. Following a formal tender process, Aerial selected a Mitel solution comprised of MiVoice MX-ONE and MiContact Center with on-site maintenance and service in Canberra. Progressively rolled out over 12 months, Mitel's solution proved a watershed for Aerial, providing impressive flexibility and automation opportunities for its contact center to maximize performance and reduce costs.

Calls at Aerial are handled in 42 seconds, with the IVR handling 42 percent of all calls and only 4 agents now required in the call center at any one-time, creating annual budget savings of \$1.2 million.

Mark Bramston
Aerial

MiContact Center's intelligent, skills-based routing manages up to 40,000 calls per hour, ensuring Aerial's customer calls are promptly transferred to the right people. Support for digital channels delivers customer contact (whether through voice, email, SMS, web chat or social media) in a single virtual queue. Behind the scenes, real-time and historical reporting provides powerful insight to managers and supervisors.

Get the full scoop

To learn more about Aerial's improved call handling and reduction in costs, [check out their full case study here.](#)

La Citadelle Regional Hospital



Company

- One of the largest hospitals in the Wallonia region
- 1,036 beds across five locations, 3,450 employees and over 400 physicians
- More than 10,000 patients and 700,000 calls per year



At a Glance

REQUIREMENTS:

- A communications system that reduced inpatient and outpatient missed appointments
- An improvement in appointment booking efficiency
- Ability to handle increased call volumes without increasing the number of agents
- Ability to reduce wait time for callers and improved customer service

SOLUTION:

- [MiVoice MX-ONE](#)
- [MiContact Center Enterprise](#)
- [MiCollab](#)
- More than 1,300 DECT handsets



RESULTS:

- Dramatic decrease in missed appointments and customer complaints
- Reduced customer wait time and new services, such as call-back and SMS alerts
- Despite incoming calls up 30%, enquiries are handled more efficiently with the same number of agents
- Extended reach to new customers due to easily accessible online appointment booking
- Improvements to internal organization from reporting and presence management

Customer snapshot

Defining itself as a hospital of excellence, La Citadelle set satisfaction of its medical staff and patients as a top priority. In its search for a communications system capable of boosting its customer service and eliminating resources wasted on missed appointments, the hospital concentrated on key initiatives to improve the management of all internal and external calls.

La Citadelle worked with Mitel to unite five different locations in a single virtual team to handle all client communications. All incoming contact is routed using interactive voice response (IVR) to ensure patients are connected to the right department on the first try. If no employees are available, patients have the option to request a call-back by providing their preferred contact number. Despite incoming calls increasing by 30 percent in the past four years (reaching over 700,000 calls per year!), La Citadelle has improved performance to handle the traffic volumes while maintaining the same number of agents.

Mitel developed a user-friendly solution that makes call handling and appointments more transparent. It's crucial to reduce as much as possible the threshold of access to medical care. In this perspective, Mitel's technology helps us.

**Nathalie Duliba, Supervision Manager
La Citadelle Regional Hospital**

Previously a major issue the hospital had to face, missed appointments have dramatically decreased since implementing online booking and a text messaging service. Patients are reminded of upcoming appointments through SMS and can easily respond to confirm or postpone.

Get the full scoop

To learn more about La Citadelle's increased efficiency and better patient experience, [check out their full case study here](#).



Hotelbeds



Company

- International leader as an online accommodation wholesaler
- Over 45,000 hotels in 147 countries, employing 6,000 people worldwide and selling more than 14 million overnight stays each year
- Annual business growth of over 20% and a turnover of €1.2B



At a Glance

REQUIREMENTS:

- Flexible, scalable IP telephony suitable for continued growth
- Improved customer service and operational efficiency
- Reduced voice costs and infrastructure maintenance
- Integration with Microsoft applications

SOLUTION:

- [MiVoice Business](#)
- [MiContact Center Business](#)
- [MiCollab](#)

D₃ Vitamin

Customer snapshot

Swanson Health Products has based much of its success on its high standards of excellence for customer service. The company sells natural health and wellness products, including health foods, dietary supplements such as vitamins, minerals, herbs, as well as natural personal care products direct to consumers through mail-order catalogs and an e-commerce website.

Swanson needed a solution that would help track and handle calls, emails, and chat. As an existing Mitel customer with a VoIP communications platform, Swanson turned to Mitel to implement a contact center solution that would fit and integrate with its existing environment and processes.

Considering Swanson's online presence as an e-commerce merchant, digital interactions through email and chat were a logical choice to reach its customer base. Beyond simply enabling customer contact through these channels, MiContact Center fully integrates digital into Swanson's forecasting and scheduling capabilities to create a consistent customer experience. Additionally, presence information spans multiple channels to ensure management has constant visibility into agent statuses.

Since implementation, Swanson has increased employee productivity and improved customer service due to the breadth of its multichannel service. Staffing levels are properly forecast on all channels, and customers can expect the contact center's skill-based routing to connect them with the right agents to handle their queries. What's more, supervisors now have the ability to replay customer interactions in real time to gain valuable insight into customer interactions and identify coaching opportunities for agents – all in support of Swanson's mission to deliver a quality customer experience.

MiContact Center is one solution to track and analyze all your calls, emails, and chats. As a call center function, we are totally lost without this capability. The MiContact Center real-time screen is the lifeline of our call center.

**Patty Westland, Call Center Director
Swanson Health Products**



Learn More

Find out more about transforming your customer experience at mitel.com/customer-experience

mitel.com


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