

CASE STUDY



SANDALS

Customer Service helped by Call Centre Solution with Call Recording

SANDALS ARE BASKING IN THE SUNSHINE OF INCREASED EFFICIENCIES AND LOWER TELEPHONE COSTS.

“We are very pleased with the new system. What we have is a lot more advanced than before and it has given us everything we need”

Ken Newton Call Centre Manager

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Sandals/Beaches is a name familiar with many British holidaymakers who have enjoyed sunsoaked Caribbean breaks at its couples-only, all-inclusive resorts in Jamaica, Antigua, St. Lucia and the Bahamas.

PROBLEM:-

Sandals had a number of issues they were trying to solve on their outdated Index system. Their existing call centre in England covered the French, German and English advertising, however they experienced difficulties in routing calls to the correct agents who spoke the corresponding languages. In addition to this, high call costs, new staff training problems and a voicemail that would not queue people in order, along with long queue times, led to irritated customers and loss of business.

SOLUTION:-

Actimax needed to come up with a system that would boost efficiency, not only on bookings and holiday enquiries, but also administration.

Actimax reviewed Sandals circumstances and recommended an Inter-Tel system along with Callview for incoming bookings and enquiry calls. Therefore with the use of skills based routing Sandals were able to allow incoming calls presenting their geographic location to be delivered to the correct agent.

The solution would also provide automatic call distribution, allowing calls to be evenly distributed among the agents and the new voicemail would allow incoming calls to be queued in the correct order, which would reduce the risk of queue jumping.

In addition, call recording was provided on the system to enable supervisors to check the agents were talking to their customers correctly, therefore increasing staff performance and customer service. This meant that Sandals would be able to improve staff training and reduce the time needed for a new agent to become effective.

RESULTS:-

Call charges have been reduced by 23% and customers are on hold for 18% less time. Staff Training has now been reduced by one week and the call centre is operating effectively.

Ken Newton, Sandals/Beaches Call Centre Manager, said: “We are very pleased with the new system. It was efficiently installed by Actimax and our working was unaffected by the changeover. What we wanted was a system that would give us maximum efficiency not only on bookings and enquiries but also on the non-sales administration side. What we have is a lot more advanced than before, and it has given us everything we needed.”

Actimax Managing Director John Massey said: “The Inter-Tel system with Callview is enabling Sandals to handle many more calls and we have also provided the client with a system that gives them cost savings on their call charges. An additional benefit to the client was the installation of Call Recording Equipment. This enables them to improve their training of employees and ensures excellent levels of customer service to their clients.”

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