



> TOUR OPERATOR TRANSFORMS CUSTOMER CONTACT THROUGH CONTACT CENTRE SOLUTION

NORTEL



Case Study

R&T Tours

“With the solution from Nortel and BT, we are confident that calls from our customers are handled more efficiently and effectively than before. The constant sound of phones ringing frantically in the background is a thing of the past.”

> **Mark Earnshaw,**
Partner,
R&T Tours



The scenario

When most of your organisation's business is conducted by phone, a robust and reliable telephone system is vital. And for companies handling enquiries and bookings daily, the highest level of customer service is needed in order to sustain success.

R&T Tours arranges soccer holidays for amateur clubs and schools around the UK. A family business operating since 1974, the company has grown steadily over the years to meet an increasing demand for its tours. But in the face of this growth, its existing telephone system was becoming outdated and close to being unable to cope with the volume of calls – especially during peak times.

Mark Earnshaw, Partner at R&T Tours explains: “With our old system, things were rather frantic. During busy times we often had all the phones ringing at once, with staff trying their best to keep customers happy and answer calls as quickly as possible. But this sometimes meant cutting conversations a bit shorter than they'd have liked.”

With a keen eye on cost and firm growth plans for the future, R&T Tours worked with Nortel and BT to find a solution to transform its telephone system and substantially improve customer contact.

The solution

Nortel and BT provided an affordable digital platform with sophisticated contact centre functionality built in, based on Nortel's Business Communications Manager 50. Also installed are Nortel Business Series Terminal T7316E handsets, and wireless



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headsets provided by BT for operational flexibility. BT ISDN2e high-performance voice and data connections provide high-quality digital telephone lines.

This solution gives R&T Tours:

- **A cost-effective, highly reliable digital telephony solution** capable of dealing with high volumes of calls today and in the future
- **Intelligent contact centre functionality** for improved customer service
- **Automated call answering**, ensuring that when staff are busy, calls are answered with an automated greeting and menu options

The results

Thanks to the Nortel and BT solution, R&T Tours has seen significant improvements in the speed and efficiency of responses to its callers. Most importantly, however, the company is confident that the quality of call handling is better, paving the way for an increase in tour sales.

Mark confirms: “When all our staff are busy, our callers are no longer left frustrated listening to the ringtone. Instead they are welcomed by our company greeting and offered a choice of options for leaving a message or holding until one of our staff becomes free.” This also helps the organisation deal with customer enquiries faster, boosting customer satisfaction further still.

Additionally, automated call routing ensures that calls from prospects are distributed evenly across the sales team and that existing clients are routed through to their account manager. And with ten extensions, the BT ISDN2e line gives every member of staff at R&T a direct telephone line and a highly reliable, high-quality digital connection.

In the near future, R&T Tours plans to install the BCM 50’s Computer Telephony Integration (CTI) facility, which will provide staff with automatic screen ‘pops’ of a caller’s contact details – ensuring they have detailed customer information at their fingertips.

Mark concludes: “We’ve had an excellent service from both Nortel and BT. The solution is perfectly suited to our requirements, but is capable of expanding, so I’m sure it will grow with us.”

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