



## > BATHROOM RETAILER SUPPORTS ONLINE SALES WITH NEW PHONE INFRASTRUCTURE

**NORTEL**



### Case Study

#### Taurus Bathrooms

"The new system has helped us reduce our quarterly communications spend compared to our previous phone contract. That means we are getting a better, more reliable system for less money, which is an excellent result."

> **Lee Morris,**  
**Managing Director,**  
**Taurus Bathrooms**



### The scenario

Taurus Bathrooms has operated a successful, family-run business for 25 years, selling quality bathrooms to customers face-to-face on the shop floor. To grow the business and maximise selling opportunities, the current Managing Director Lee Morris decided to make Taurus products and services available to customers online.

"Running an internet business is very different to running a showroom," says Lee. "Instead of asking questions in person on the shop floor, customers see bathrooms online and call for additional information or to make appointments. Missing their calls is the difference between making and losing a sale."

The existing Taurus telephone system could not cope with the new demands of the internet business. "We didn't physically have enough lines coming in to provide the best service for customers and it was impossible to see when we had dropped important calls," says Lee.

What's more, Taurus was tied into a phone contract with high national and local call rates. "Our online operations greatly increased incoming and outgoing call volumes," says Lee. "We needed a much more cost-effective package for our telephone services to operate effectively."

### The solution

With positive experience of working with Midland Telecom in the past, Lee Morris approached the company to suggest a new telephone solution. After discussing functional requirements, Midland deployed a Nortel Business Communications Manager 50 with Unified Communications, including a softphone on a PDA device.

The new system provides a number of features that help Lee and his employees serve customers better. In particular:



“Our phone system works well and technology is no longer a barrier to delivering the best customer service. I’ve used Nortel technology before and I’ve come back for more, which says a lot for its reliability and performance.”

› Lee Morris, Managing Director, Taurus Bathrooms

- Voicemails and faxes now appear as attachments to emails in Microsoft Outlook, enabling employees to pick up all messages from their customers on their PCs quickly and effectively
- Activity Reporter shows Lee how many calls have been made and missed and helps to ensure that the right number of employees are on hand to deliver the best customer service
- Auto Attendant gives customers an automated Interactive Voice Response (IVR) menu, routing them to the right employee to answer their query first time

The new system allows Lee to answer calls from his home using his PDA. “Mobile reception is very poor where I live,” explains Lee. “Using the Nortel system I can use my PDA as an extension of the office phone system, staying in touch with customers on the move.”

### The results

By working with Midland Telecom the deployment of the Nortel solution is delivering ongoing cost savings for Taurus. “With the new system, we are delivering far better service for our customers,” says Lee. “This is helping us maximise the sales potential of the internet and expand our business accordingly.”

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The system and all the applications were deployed by Midland Telecom with minimal disruption to Taurus operations. “Our ability to continue taking customer calls is critical,” says Lee. “Rapid roll out meant we could keep working and generating revenue throughout the implementation process.”

Lee has found the Nortel system to be highly resilient and available. “Our phone system works well and technology is no longer a barrier to delivering the best customer service,” he says. “I’ve used Nortel technology before and I’ve come back for more, which says a lot for its reliability and performance.”

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