

Customer EXPERIENCE

ABOUT WASCO

Wasco Holding B.V. belongs to Wolseley plc, a listed company, and consists of four specialized businesses: Wasco Groothandelsgroep, Het Onderdeel, Saris B.V. and Wasco Energie Centrum. Wasco Groothandelsgroep specialises in Heating, Ventilation and Plumbing. Het Onderdeel supplies parts for boilers and other equipment, and a full range of tools and consumables for technical service organizations in the equipment installation sector. Saris B.V. offers an extensive range of oil and gas-fired burner equipment, parts for gas boilers and installation fittings and consumables. Wasco Energie Centrum (WEC) was set up by Wasco in order to offer energy-saving expertise to the residential and industrial construction industries. The company has 14 subsidiary branches and employs about 250 people. For more information, visit www.wasco.nl.

CUSTOMER NEEDS

- Improve and centralise telephone availability
- Retain local numbers
- Reduce management and maintenance costs
- Expand telephone functionality

“Choosing Mitel had all sorts of benefits for us. For example, we were able to improve telephone availability significantly and substantially reduces our telephone network administration. That’s good news for our customers and saves the ICT department time and money. Furthermore, Mitel’s systems offer extensive functionality. Meaning that we are well-prepared for future developments, like instant messaging as an add-on to our standard telephony.”

– Hans Jager, ICT Manager, Wasco



Wasco Improves Availability and Simplifies Telephone Management with Mitel

Wasco, a wholesale supplier of heating, boiler and ventilation systems in the Netherlands had five subsidiary branches when the plan to open a further nine branches came into operation the business made the decision to centralize all 14 subsidiaries to reduce the costs of inventory control, improve customer service and business processes. The subsidiaries became the sales outlets with distribution centres located in Rotterdam and Twello with support departments also based in Twello. The change of the business model prompted Wasco’s IT department to deploy a new telephone system that would network the sites together but still retain their local numbers, ensure that every customer call was answered and also have the flexibility to evolve with the business. Wasco selected an IP communications solution from Mitel®.

Wasco chose to phase the introduction of the new Mitel telephone exchanges in order to reduce the likelihood of problems.

“The telephone is one of our main selling tools and we wanted to reduce any negative effects before making any changes, said Hans Jager, ICT manager at Wasco. “As there was no real urgency because the old telephone exchange was to remain operational, we took our time in making a gentle transition to the new IP system. It took us a total of one year to convert the 14 subsidiary branches to the new Mitel exchanges. The sites in Rotterdam and Twello were the last to make the transition as they are our two most important sites. The sales department in Twello receives about 600 calls a day, so you do whatever you can to make sure that problems don’t arise. We were very pleased with the transition as it went really smoothly.”

In terms of its communications network, Wasco is now a single, large site. All the various locations are linked to each other via an IP network. If the telephone is not answered within 15 seconds by the site that the customer has dialed, the call is automatically transferred to head office.



it's about **YOU**

SOLUTION COMPONENTS

- 1 Head office:
- Mitel 3300 IP Communications Platform (ICP)
- Mitel Customer Interaction Solutions
- Mitel Contact Center Management
- Mitel Your Assistant
- Mitel 5550 IP Consoles
- Mitel 5224 IP Phones

RESULTS

- IP network connecting all sites
- Future proof technology
- Simplified telephony system management

"Our telephony availability has increased enormously which was our most important objective from the outset," says Jager. "Furthermore, we are now able to identify whether or not a call was intended for a different branch. At the moment all the calls are transferred to head office but in the future we may want to transfer calls to whichever branch has adequate capacity to take the call at the time it is made. Leading to the most efficient use of all our available staff capacity. This is very easy to do with the Mitel IP solution which is a major benefit."

The ability to manage the new telephone exchanges from a remote location is another advantage for Wasco.

"The company's ICT department is located in Twello," said Jager. "In the past, we had to visit the individual branches and solve any problems on site. That equates to a lot of unproductive hours, not just for the branch concerned, but also for ICT as a department. The Mitel solution can be managed and configured from a remote location using a web browser, so if we have a breakdown, or some other problem, we can look into it online together with the staff in the subsidiary branch and then implement a solution from Twello."

"The system offers us much more functionality for colleagues in any of the subsidiary branches can call each other using a simple four-digit number. In the contact centre we can now use the information for evaluation purposes seeing how many incoming calls there are, how long each call lasts, how often the caller hangs up before his call is taken, how many calls go unanswered because the telephone is not picked up quickly enough, which salespeople make the most calls and who is currently logged in. All potentially useful information. I can imagine that employees will want to work more from home in the future as well, particularly in view of increasing traffic problems. With the solution we now have, all you have to do is take your telephone home with you, log in via the Internet and you're connected to our network. All these considerations influenced our choice for Mitel. After all, when you invest in a new system, you want something that will meet your needs for years to come.

We are very happy with the Mitel IP Solution; they are real specialists and totally committed to high quality and extensive functionality. At present, we are only using a small part of the total package that Mitel can deliver. Our system can be expanded into a complete communications platform with instant messaging and video conferencing, to name just a few of the possibilities. We want to have easy access to that kind of functionality as you never know what your future needs will be. Mitel has provided an excellent solution in that respect," Jager concludes.

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