

CUSTOMER EXPERIENCE



ABOUT EASYCAR

Type: Travel, Tourism, Leisure

Location: England

Configuration: Call Reporting, Call Management, Call Routing

Website: www.easycar.com

CUSTOMER NEEDS

- Expand and improve call centre operation
- To report and manage call centre traffic effectively
- Immediate response to peaks and troughs in call traffic

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– Rupert Curthoys, easyCar

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When business grows beyond expected estimations most people would agree it's a good problem to have. However, if you don't have the technology in place to handle the growth this “good” problem can soon bite back.

This case study examines the issues faced by the UK's leading low-cost car rental company as they reacted to the unprecedented growth of its national call centre.

easyCar aims to offer outstanding value for money which means a reliable service at a low price. It is achieved by simplifying the product it offers, and passing on the benefits to the customer in the form of lower prices.

easyCar aspires to re-invent the car hire industry which looked like the airline industry did – a cosy fraternity that relied on the corporate market.

By offering customers affordable car rental prices easyCar intends to give consumers a reason to give up car ownership and rent a car when they do actually need one.

Finding itself needing to expand its call centre operation but having no support on its existing telephone system easyCar took the view that its telecommunications needed reviewing and potentially replacing.

“easyCar has had overwhelming success over the past year. Our call centre operations have increased 500% and we are now taking well over 2500 calls a week. This sort of growth is unsustainable without the technology growing with the business,” commented Rupert Curthoys, easyCar.

CUSTOMER EXPERIENCE EASYCAR

SOLUTION COMPONENTS

- Mitel Communications Platform
- Computer Telephony Integration (CTI)

RESULTS

- Significant improvement in business operations
- Quick and efficient customer service
- Increased company revenue

easyCar needed to improve its call centre operation in a number of key areas:

- Peak call traffic – Without a new system immediate responsive action to peaks and troughs was impossible. This was resolved in April 2002 when all call centre activity was brought in-house and the telephony upgrade was completed.
- Call Reporting – easyCar's incumbent system was out-of-date and did not offer real-time reporting, make staff scheduling or blend calls.
- Call management / routing – easyCar has made good use of the new voice mail facility by using it to offer "self-help." This clever method of assisting callers means easyCar doesn't have so many call handlers answering calls and therefore overheads are reduced. This system also keeps the Customer Service cost base down in-line with easyCar's low-cost approach - savings are then passed on to the customer via low rental rates.

By quickly identifying easyCar's requirements a leading reseller was able to recommend the perfect telecommunications solution – a Mitel® communications platform. The award winning platform seamlessly integrates with third party software via its Open Architecture Interface (OAI) allowing customers to tailor a solution ideal for their requirements.

"The versatility and scalability of the platform allowed easyCar to implement a solution which not only incorporated detailed report management via computer telephony integration but also allowed scope for significant growth within the company," said Rupert Curthoys, easyCar.

The call centre now contributes a significant amount to the company's revenue, call times are quicker and the whole operation of interaction via the telephone is much smoother and faster.

Since implementing the solution, easyCar has noticed significant improvement in business operations across the board.

"We are now able to have a much tighter handle on the types of calls our call centre receives. Clever routing means that callers are answered by agents that can help them, whether it be a French customer wanting to speak to us in French, or a booking, breakdown or general enquiry. All calls are routed to the appropriate individual who helps the customer quickly and efficiently without the need of transferring calls between agents," concluded Curthoys.

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