Dutch Retailer Improves Contact Center Service

BCC adopted an IP-based contact center and IP telephony with help from Avit Systems, a Cisco partner.

### Executive Summary

| **BCC** | Retail  
| Schiphol Rijk, Amsterdam, Netherlands  
| 1500 employees |

| **Challenge** |  
| Provide excellent contact center experience  
| Free up salespeople to help customers  
| Minimize costs |

| **Solution** | Adopted Cisco Unified Communications, including Cisco Unified Contact Center Enterprise  
| Engaged Avit Systems for planning, design, and implementation |

| **Results** | Reduced number of calls to stores by 80 percent  
| Improved service to customers in stores  
| Simplified internal collaboration |

### Challenge

Part of Kesa Electricals, BCC is one of the largest and fastest-growing consumer electronics retailers in the Netherlands. The company operates 50 stores and has 1500 employees, and plans to add 30 more stores by 2012.

BCC’s motto is “Everyday low pricing, everyday high service.” To meet both goals at once requires a very cost-efficient customer service operation. Customers call BCC with questions regarding delivery, sales, service, and billing. Previously, some customers called the 55-agent contact center at headquarters, while others called the stores directly to ask their salesperson. Salespeople had to spend time looking up the information, which limited the time they could spend with customers in the store.

When the existing contact center solution reached capacity, BCC had to decide whether to expand it or look for a new alternative. “We saw an opportunity to improve service to callers as well as customers in the store by centralizing incoming calls and only forwarding calls to individual stores if necessary,” says Marco van Putten, manager of information and communications technology, BCC.

BCC also wanted to improve collaboration by making it easier to reach coworkers. Each BCC store had its own private branch exchange (PBX) system, so calls between stores incurred toll charges. And employees often had to dial multiple numbers to try to reach mobile coworkers, delaying decision-making.

### Solution

BCC decided to adopt unified communications for the contact center as well as for companywide IP telephony. “Using the IP network as the platform for communications is simple and cost effective,” says Van Putten. With a centralized unified communications system, BCC would no longer need to purchase and maintain separate voice systems for each of its 50 stores. Calls between stores would be toll-free, because they would travel over the IP network. What’s more, the contact center could scale easily to accommodate more stores and customers.

BCC engaged Avit Systems, a Cisco Silver Certified Partner, to recommend and implement a unified communications solution. Avit recommended Cisco® Unified Contact Center Enterprise. “The Cisco solution best met BCC’s needs because of its reliability, feature set, and open interfaces,” says Derk van Lanschot, partner at Avit Systems. The open interfaces would enable BCC to transform its business processes by enabling employees to view inventory information from a database on the built-in display of any Cisco Unified IP Phone.

Now customers are given a single number to call for any inquiry. Cisco Unified Contact Center Enterprise prompts them to press a number to indicate the nature of their call, such as sales, service, or billing. Calls are routed to the first available agent with the necessary skills. If an agent in the preferred skill group is not available, the call is routed to another agent group, so that customers can always quickly connect with a human. Agents can answer almost all questions, and only transfer a small percent of calls to stores.
Mobile employees such as salespeople and warehouse personnel are now easier to reach because they carry Cisco Unified Wireless IP Phones, which connect over the wireless LAN. These employees no longer need mobile phones, reducing monthly costs.

“We already answered calls quickly, and now we’re resolving customer issues more quickly.”
—Marco van Putten, Manager of Information and Communications Technology, BCC

Results

Improved Customer Experience
Calls to stores have decreased by 80 percent on average, freeing in-store salespeople to help customers. And when calls are transferred to stores, customers no longer have to wait for someone to find their salesperson, because salespeople bring their Cisco Unified Wireless IP Phones with them. “We already answered calls quickly, and now we’re resolving customer issues more quickly,” says Van Putten.

Insights for Continual Improvement
BCC uses the flexible reporting capabilities of Cisco Unified Contact Center Enterprise to identify opportunities for improvement. “We can view detailed metrics on the contact center as a whole, agent groups, and even individual agents, to see who might need more training,” says Van Putten. “This information helps us achieve our goals to continuously improve operational efficiency and customer satisfaction.”

Scalability
BCC’s contact center is no longer a barrier to growth. “The scalability and flexibility of the Cisco solution will enable our communications infrastructure to grow along with the company,” Van Putten says.

For More Information
To find out more about Cisco Unified Communications go to: www.cisco.com/go/unifiedcommunications.

To join conversations and share best practices about collaboration, visit: www.cisco.com/go/joinconversation.

PRODUCT LIST
Unified Communications
- Cisco Unified Communications Manager
- Cisco Unified IP Phones 7942, 7911, 7925
- Cisco Unified Contact Center Enterprise
# Customer Case Study

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