



# South African Hospitality Supplier Upgrades Call Handling

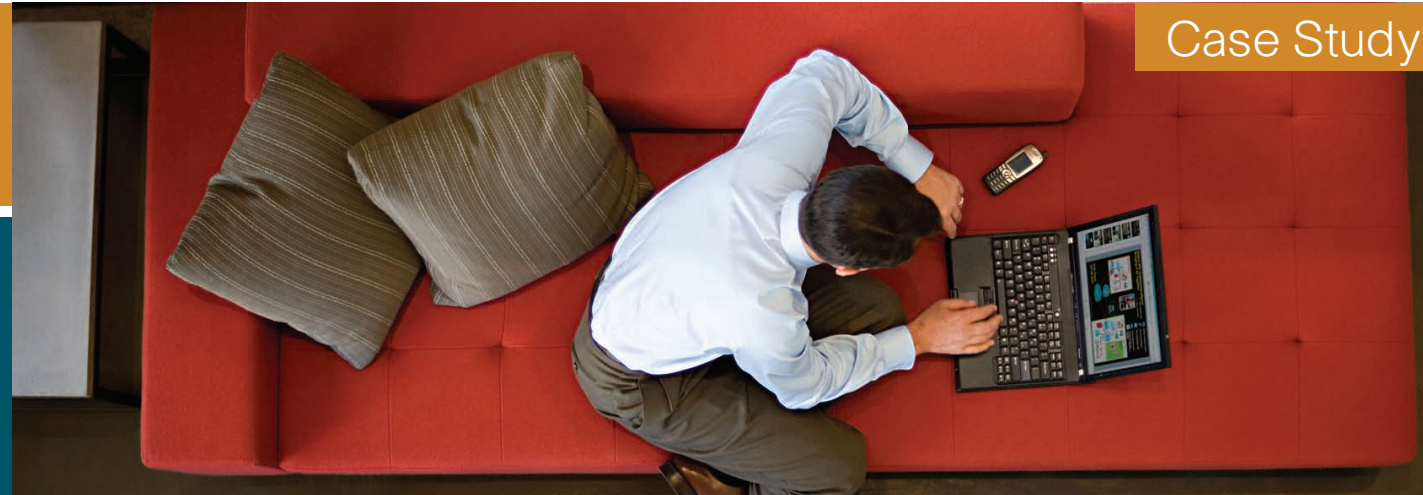
Unified Communications helps Micros South Africa improve customer service.

## Case Study

Customer Name: **Micros South Africa**  
Industry: **Hospitality**  
Location: **South Africa**  
Number of Employees: **260**

### Business Impact

- Improved customer service due to better call management
- Lower operating costs from “least-cost routing”
- Increased customer intimacy through better call management



### Business Challenge

Excellent customer service is at the heart of Micros South Africa's business. Part of Micros Systems, Inc., one of the world's leading developers of hospitality solutions, including point of sale and inventory control, the company prides itself on its post-sales support.

Paul Stephenson, director, says: “We are a solutions partner. Our customers expect to be able to pick up the phone and get our support at any time, day or night, 365 days a year.” With more than 5000 customers, including 2500 restaurants and 500 hotels, the company's call center in Johannesburg receives an average of 16,000 calls per month.

However, branches in Cape Town and Durban relied on a traditional private branch exchange (PBX) system, which meant that intra-company telephony costs were a significant expense, because calls went across the public telephone networks at normal rates.

The company also had no visibility of incoming calls, and call handling was limited to basic hunt groups. These limitations led to calls not being presented to agents in the order in which they came in, and some customers being served out of turn.

### Solution and Results

Rather than expand its legacy switchboard, which was becoming increasingly difficult to support, the company decided to invest in IP telephony from Cisco, with interbranch communications provided by a local service provider.

The introduction of least-cost routing significantly reduced call costs, both between branches and beyond, because calls from the Johannesburg call center, for example, could route over the service provider's network to a customer in Durban as a local call. Extension mobility also made it much easier for customers to reach company employees, because the employees could be contacted on the same extension number regardless of where their workstation was located.

Following this investment, the company built on its data and voice network by introducing Cisco® Unified Contact Center Express to improve call handling. The solution revolutionized customer service with sophisticated call management and interactive voice response facilities, directing calls about the company's four main product families to the next available agent best able to take them.

Together with the introduction of call recording, the move to Cisco Unified Communications has increased customer satisfaction and enabled the company to better monitor agents' performance.

“Better call management and handling has increased customer service overall, and has also helped us to get closer to our major customers by giving us the time to proactively phone them to discuss their business issues. It has helped our major customers see us as a solutions partner, not a software vendor.”

### Paul Stephenson

Director, Micros South Africa

For more details of Cisco Unified Communications solutions, [click here.](#)