

Focus 4 U

Business Focus on Training, Measurement and Management

The Challenge:

Brighton based Telecommunications Services firm Focus Group, an ambitious company with their sights set on further growth over the next three years, was expanding in to new offices. Their new company structure encompassed six sales divisions plus Operations and Finance and performance measurement and management of each was critical to their future success. Focus Group needed to upgrade their call management and recording systems to meet these challenges.

www.focus-grp.co.uk



case study in a nutshell

Industry:

Telecommunications

Client:

Focus Group

Partner:

Self/NA

Challenge:

To provide timely management of six operating divisions within an expanding telecommunications supplier through audio and visual performance indicators that are highly configurable yet simple to use.

The Solution:

Focus Group decided to install Oak Telecom's recordX, reportX and displayX – constituent parts of the CommsSuite integrated solutions package. This provided the company with a highly configurable call reporting and recording solution for each of their operations areas together with wallboard displays relevant to each of their operational divisions.

For the sales divisions Focus Group can now measure the number of calls made, their durations and with an XML feed to

their sales results displayX also shows the sales success of individuals and teams on a daily/weekly or monthly basis. For incoming customer service calls Focus can measure how many calls they are answering within the five second target they have set and also call back missed callers where the number is present.

recordX is used for two primary applications; training of sales personnel and dispute resolution with customers and suppliers.

Solution: recordX

About CommsSuite: Easy to install and use, Comms Suite X provides the building blocks that will support your business - growing with it and changing with you and with the times to provide an instant window on your business. All applications can be accessed all via a simple to use desktop or web interface.

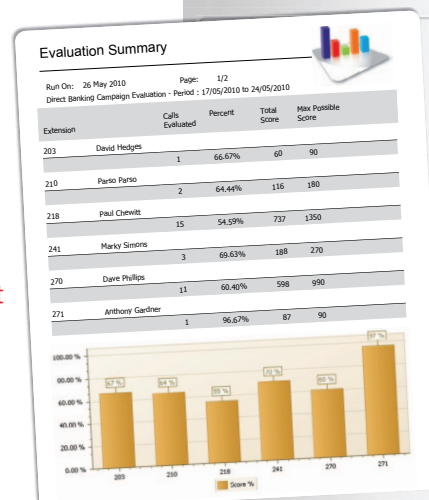
The Benefits:

According to Chris Goodman, Sales Director at Focus Group, the key benefits of using the Oak Telecom solutions included;

- Identification of sales and customer service training needs
- Increased customer service levels through faster times to answer calls
- Identification of peak calling times and timely staffing changes to meet demand
- Simple dispute resolution and pro-active customer service improvement
- Having an integrated solution that provides 'joined up' management information that is simple to use

For more information about...

how oak can help you secure business like this, call 0800 9889 625 or visit oak.co.uk



Call Evaluation

This module allows Managers and Supervisors to carry out the objective and automated evaluation of calls.