

## Industry

B2B footwear supplier

## Customer

Gardiner Bros and Footsure

[www.gardinerbros.co.uk](http://www.gardinerbros.co.uk)

## Reseller

Lister Communications

[www.lister-communications.co.uk](http://www.lister-communications.co.uk)

## Challenge

To provide an easy-to-use call reporting solution to improve service levels and operational efficiency.

## Solution

A real-time reporting and analytics solution from Oak that helps Gardiner Bros & Footsure to:

1. Identify and plan for regular peaks and troughs in call traffic.
2. Identify and respond to sudden spikes in call traffic.
3. Allocate adequate resources to manage call volume at all times.
4. Reduce customer wait times.
5. Recover 'lost calls' and win these customers back.
6. Motivate staff through gamification.
7. Track KPIs and service levels.
8. Predict service outcomes going forward, and plan accordingly.

## Gardiner Bros & Footsure

Gardiner Bros and Footsure are sister companies distributing fashion and safety footwear to the retail trade. Established in 1860, the family-run enterprise has more than 140 years of experience delivering high quality customer service to household brands, including B&Q, Debenhams, House of Fraser and Screwfix.

### The challenge

Following substantial investment into premises, personnel and e-commerce in 2014, the businesses continued to grow rapidly towards its current £30m turnover. However, in the wake of this growth, certain operational oversights became apparent: the business still relies heavily upon telephone sales and support, and it was clear from customer complaints that they weren't always delivering the high standard of service their reputation relied upon.

### The solution

Alex Souter, Head of sales and customer services, approached local telecoms provider, Lister Communications, for a solution. They suggested a number of call reporting options to help drive service improvements, and after testing another product, Alex finally settled on a call reporting and analytics solution from Oak for providing both the ease of use and benefits he was looking for.

“Lister Communications came up trumps with Evolve; the ease of use, functionality and reporting were exactly what we wanted.”

Alex Souter - Head of Sales & Customer Service  
Gardiner Bros & Footsure

## The results

Oak and Lister Communications worked closely with Alex to ensure Evolve performed perfectly on their Avaya telephone system. Alex now feel he has a reporting solution in place that delivers the intelligence and tools the company needs to drive operational and service improvements and inform decision-making.

“ Evolve shows us exactly what happens to all the calls we make and receive. We can monitor peaks and troughs, and keep an eye on queue length, responding accordingly by allocating sufficient staff resource. This is relevant both in the reactive way necessitated by working in a busy contact centre, and for longer term planning; Evolve allows us to predict when our busy periods are likely to be.

This has sat very well with our department restructuring into teams with primary areas of responsibility. We have streamlined services by routing calls to the right hunt group, but we also have an ‘overflow’ system for busy periods. It promotes a sense of working effectively together and reduces the likelihood of customers being unable to get through.

We have also greatly reduced the degree of customer fall out thanks to Evolve’s ability to report on all ‘lost calls’. At 3.30pm every day, which we now know is regularly a quiet time, we call back customers who tried to call earlier and gave up waiting for whatever reason. Not only does this recapture sales that might otherwise have been lost, but it shows we care.

Evolve is also an excellent employee motivational tool. When we initially discussed bringing in KPIs with the sales team they were unconvinced; now they absolutely love smashing their targets! They are quick to see when a call is waiting and to jump on it, even volunteering during lunch breaks. It gives them a sense of both achievement and responsibility as they self-monitor their own performance.

I use a number of weekly supervisor reports, especially the hunt group summary, tracking average wait times, call volumes, KPIs etc. I can see the change and improvements we have made. As we approach our busiest periods in Q3 and Q4, I feel we are in a good place to manage the increase in call traffic and maintain an excellent level of service. ”

“ We have yet to explore all that our system can do; we want to add call tagging and on-screen log-ins next, for example. That is the beauty of the product: it delivers key results quickly and also has some really nice additional features for fine-tuning operations. ”

Alex Souter - Head of Sales & Customer Service  
Gardiner Bros & Footsure

### Oak Innovation Limited

7 Albany Park, Cabot Lane,  
Poole, Dorset BH17 7BX  
tel: 0800 9889 625  
email: sales@oak.co.uk  
oak.co.uk

### Oak Systems International

Eaton Center, 1 Dundas Street West, Suite 2500,  
Toronto, ON M5G 1Z3 Canada  
toll free & fax: +1 888 720 6968 local & fax: (+1)647 723 7049  
email: sales@oaksi.com  
oaksi.com