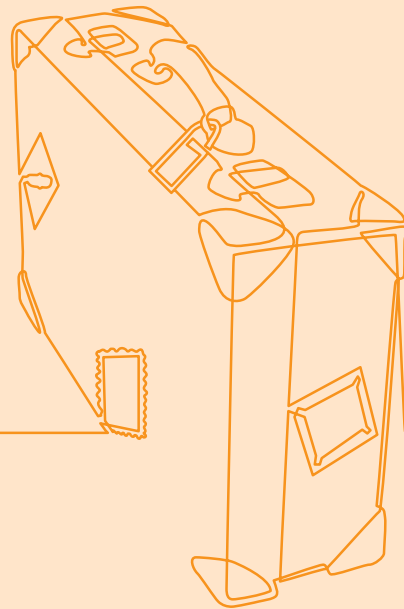


# Case Study: Freedom Direct



**t+tem**

dedicated to  
inbound

**Freedom Direct, one of the UK's largest independent retail travel agents, handling over 2,000 calls a day, came to Totem in June 2002 with a specific call centre management issue.**

Freedom Direct employ a mix of call centre and home based employees. Their previous call management system did not allow for even distribution of calls to home workers and did not include remote workers within the main call centre pool. The result was an inflexible system, which in some cases resulted in customers being diverted to home workers who had not actually logged on for the day. The outcome, disgruntled customers which is bad for business.

**Totem worked with the team at Freedom Direct to build a unique inbound call handling system**

with the following key features: home workers were included in the main call centre pool with each of them receiving an equal share of calls, they also have the ability to log on to and off the system so customers can no longer be misrouted, the system is also designed to hunt, in a cyclical fashion, to deal with the caller who has been waiting longest and pass them through to an operator, thus reducing caller waiting times.

Freedom Direct's management team can now monitor call efficiency more readily, plus add/delete or modify the number of home workers and check the status of home workers to assess who is logged on or off.

**Within nine months of the system going live, Freedom Direct made the strategic decision to**

**increase its home worker network, as it had proved so cost-effective.**

*"Totem was the only supplier that demonstrated an ability to deliver a complete system that fulfils all of our needs, and as a result of the efficiency of Totem's call distribution, all of our staff are able to handle more calls - and this means more customers for Freedom Direct."*

Mark Sutton, IT Director, Freedom Direct