

# Case Study: Getronics



**t+tem**

dedicated to  
inbound

**Getronics, a leading provider of Information & Communication Technology (ICT) solutions and services, already had a call management solution in place, provided by another supplier. However, they wanted someone responsive and flexible, with greater functionality provided via a network based solution. This type of solution provided minimal capital expenditure for Getronics, with a short return on investment and was a solution which could grow easily with their business success. Totem was able to offer a one-stop shop to meet all their needs.**

One of Getronics' 30 worldwide subsidiaries, the UK business employs over 1500 people. Their Milton Keynes office hosts one of Getronics' Enterprise Service Centres that enable them to provide consistent service to customers across the world 24 hours a day, 7 days a week. It is for this reason their call management is so critical. Good service is key to Getronics.

Ken Price, Telecoms Manager, explains further "We were approached by a representative from Totem who really highlighted the value Totem could offer. Our current provider had been unresponsive to our needs, with a lack of adequate reporting. We considered other suppliers when looking to change, but decided on Totem due to their flexibility and response to our requirements."

**"We have 100 non-geographic numbers which were ported across to Totem without a single problem. The benefit of this is that customer service remained uninterrupted. Our clients were not aware of a change in provider and we did not have to spend significant time and**

**money advertising a new number.** A further benefit of using a non-geographic number is that members of Getronics can move around the company, taking their number with them, which means customers do not lose contact."

"We've experienced a number of Totem's solutions: Vision, their online reporting system, Disaster Recovery, Zone Plan, and Call Record. We aim to implement some other services soon, such as Mid-Call Transfer which will be particularly useful for transferring calls to other Getronics centres internationally. The aim of this is to reduce calls within our own system and allocate costs of the call to a particular cost centre."

**"Vision, Totem's online reporting tool,** is used in conjunction with Getronics' internal statistics, which are generated by other sources. Vision enables us to assess the accuracy of this data, allowing us to make informed decisions. It helps us to identify potential areas of weakness, which can be resolved, to ensure calls get to where they need to quickly, which means a good customer experience. We are also able to analyse different call groups and their performance, which ensures maximised workforce efficiency."

**"Disaster Recovery** is another tool we use. This is where if our call centre in Milton Keynes cannot be used for whatever reason, e.g. a gas leak, we can quickly route calls to another destination. The secondary target can be changed quickly via remote access, which allows us to be flexible and responsive in our decision making."

# Case Study: Getronics



**t+**tem

dedicated to  
inbound

"**Zone plan** has recently been implemented. This routes calls between Milton Keynes and London based upon the CLI. CLI stands for Caller Line Identifier, which is used to show where in the UK the caller is phoning from i.e. 0207 is London, 0161 is Manchester...routing the call to their most local call centre. The benefit of this is that the caller feels they are receiving a local service, allowing the customer to feel valued as an individual as opposed to a number."

"We have also been trialling **Call Record**, which works very well. We do not have a specific need for this at the moment, but is a product we would certainly consider using in the future, should there be the requirement. Call Record is typically used for training and quality control assessments, or in relation to legal obligations."

"**Totem are extremely flexible with regards to getting changes made quickly, which is critical to business.** The 0870 numbers we use offer additional revenue to Getronics, which can be reinvested to build the business and improve the bottom line. I am impressed with Totem's reliability and speed at resolving any problems - they have been a pleasure to work with."

"**The real business benefits Totem's solution provides to Getronics are difficult to measure in terms of pounds/money, but critical to the operating efficiency of the business. This means customers remain content as their calls are being dealt with effectively, which in turn means a saving in costs due to customer retention.**"