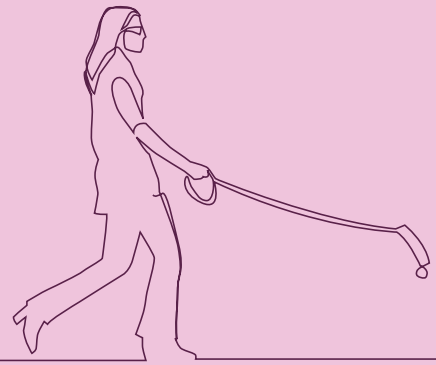


Case Study: Missing Pets Bureau



totem

dedicated to
inbound

The Missing Pets Bureau (MPB) operates a national Missing Pets Register and works closely with 12,000 pet care organisations. This includes major charities, rescue centres, dog wardens, the police and vets. The MPB's 24 hour care hotline responds to 7,000 calls per month.

A key part of the MPB's service is Petback Protect, which offers lifetime protection for pets. Should your pet ever go missing, the MPB transfers its details into the Missing Pets Register free of charge. It includes 24 hour emergency response for missing pets, a unique pet ID tag and free DNA Identification (for dogs), which may be used to identify lost pets and resolve ownership disputes in the event of pet theft. 80% of pet owners who are members of the Petback Protect scheme get their pets back - in many instances before they are even aware their pets had gone missing. Previously, the MPB had a 0870 number in place which people could use to gain more information about the service and to register their pet's DNA. However, the MPB wished to make the hotline available for people to use free of charge, while maintaining the quality of the call handling.

In late 2003, **Totem Communications (Totem) was recommended to the founder of the MPB, Rupert Honeywood, as a company that could deliver an inbound call management solution into which they could build some functionality which would enhance the overall service to Petback Protect customers.**

In addition to providing the MPB with the freephone 0800 0195 123 line, **Totem developed an intelligent call handling solution that enables the organisation to handle incoming calls, 24 hours per day, 365 days of the year.** The MPB aims to respond to calls within '3 rings' and at peak times (for example MPB attracted high call volumes when it was featured in the Daily Express and The Times and following media coverage on two dogs recovered in the Boscastle flood disaster) within one minute. Totem facilitates this through its intelligent routing technology, which means that incoming calls can be shared between three different call centres, with extra capacity available should it be needed.

Rupert Honeywood, MPB founder, said: "Our goal at the MPB is to try and locate missing pets and reunite them with their owners. Our telephony system underpins all our work - from taking calls from distraught pet owners, to registering DNA samples, to contacting vets, animal shelters or the police to track down a lost pet. **Totem provides us with a service that has proven its resilience dealing with very large call volumes. As the organisation has grown from four people 18 months ago to our current workforce of 40 staff, Totem has responded to our demands and delivered a seamless service.** We frequently rely on their advice on how we can deal with our calls more efficiently and ensure that our callers are being responded to in the best possible way".