

CASE STUDY

**Connect Distribution Services Ltd
(A Call Centre Solution)**

A system that does what you want to do without being over complicated.

Martin Depper Sales Director Connect Distribution Services Ltd



Opening Statement

We needed a future proof communications solution that could offer us stability and reliability but grow with the business in size and functionality at the pace we predicted. This case study describes how Connect set about implementing a major upgrade to their communications systems.

**That's why your organisation should
choose Maximum Group.**



**improving
performance
reducing
costs**

Customer Background

Connect Distribution is a distributor of domestic appliance consumables, accessories and spares to multiple business channels, as well as providing web solutions for major customers. Its call centre handles over 5000 calls a day ranging from account / non account orders to domestic appliance repair job booking and sub contracting, processing over 7000 orders a day and working with most high street companies. If you have recently purchased a domestic appliance part or consumable then it is most likely to have involved Connect in some way.

The Business Challenge

Connect distribution has been trading and expanding for 40 successful years. It was time to move to new larger offices with not only the immediate needs of the business in mind but also the room for future growth in a healthy business plan. It is a strategy that was adopted for not only the premises but many other parts of the business. To find a system that blends the reliability of tried and tested digital solutions with modern day latest technology such as Voice over IP would be a task in its self but one of the main objectives of Connect. After acquiring a new office building it was clear our old system needed to be upgraded or changed. After reviewing many different solutions we believed the Mitel system gave us the capability to achieve all our business communication objectives.

Why Maximum

We choose Maximum, as the resellers and installer due the fact of their unique way they dealt with their customers, they understand business and people. After allowing Maximum to look after our previous system for many years we found the service to be second to none. The expertise and understanding that Maximum delivered set new standards and demonstrated a relationship level Connect wish to have with all their suppliers.

The Solution

The Mitel Axxess System gave power to the heart of the business. A fully feature Call centre solution with Automatic call distribution and capabilities to handle calls effectively and efficiently. The management was also crucial and both real time and historical reports were needed at many levels. Business continuity had to be designed into the solution to guarantee a level of service to the customer of Connect. With back-up both on and off site the system has great resiliency by design.

Results

Maximum has enabled us to restructure our telecommunications platform and drive efficiencies throughout our new contact centre. Reporting on such a solution was a must and the industry leading Callview suite of products gave visibility to not only management but clients too. Connect are now proud of their call statistics and answer times and hold their heads high in customer service to their clients. Since moving to their new offices they have won three new contracts which all included call centre work and all required the demonstration of a fully functional system which can handle the call traffic.

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