

UP

CASE STUDY

Retail

“Staff productivity has improved no end as each person can now contact each other directly through portable phones, mobile apps and softphones. We have saved money, streamlined our communications, been transparent and future proofed our communications.”

Lee Brocklehurst, IT Manager



CASE STUDY



The Customer

Blue Diamond Group began in Guernsey as a fruit export company and has grown into one of the largest garden centre retail groups in the UK. The company is well established with a chain of 18 nationwide stores and over 1,700 employees with plans to grow a further 32 sites over the next 2-3 years.

The Challenge

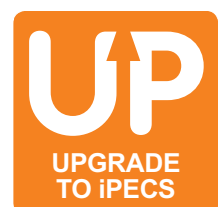
- The Group was paying a high monthly cost for a low speed internet connection which slowed down with the simplest of tasks
- With the ambition to grow from 18 to 32 sites over the next 2-3 years, the existing infrastructure made it difficult to scale the business
- With staff spread across vast areas, many Centre Managers were struggling to communicate with their teams, maintain productivity and ensure tasks were being performed
- Roaming staff were unable to efficiently take calls around the centre with handsets only located within the main building
- Staff collaboration was limited and the Head Office experienced difficulty distributing messages to teams across the 18 centres

The Solution

- iPECS UCP 600 solution driving productive and efficient working regardless of location or device
- 250 IP 9020 handsets and 200 cordless handsets (DECT) for staff mobility around the site
- UCS applications on mobile and desktop enabling the desktop to act as your telephone keypad and smartphone to act as an extension
- Voicemail to email to easily pick up missed messages
- Voice and video conferencing for staff collaboration across the multiple sites

The Benefits

- With cordless handsets and auto attendant that gives customers the option to select a department when calling a centre, staff are now readily available wherever they are onsite to receive customer calls leading to an improvement in customer service and satisfaction levels
- Smartphone app and softphone UCS have empowered staff to easily collaborate both onsite and across branches whether through instant messaging, file sharing or availability
- Voicemail to email enables staff to quickly return missed calls to ensure no loss of business
- The solution has made it easy and cost effective for Blue Diamond to open new garden centres and aggressively grow the business while remaining in control of costs and maximising efficiency



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how we can help your business.**

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