

## APPLICATION SERVICES

# WHEN THE CARAVAN CLUB WAS READY TO ROLL, WE STREAMLINED THE PATH FOR THEM

## CUSTOMER'S OPPORTUNITY

First class customer service is paramount for The Caravan Club. Ensuring that their contact centre operates efficiently enables them to provide this.

TCC first engaged with IPI when their legacy contact centre infrastructure was no longer supported, had become cumbersome and unable to support high levels of customer service.

TCC needed to be able to offer a multi-media contact centre comprising of voice, email, chat and social media, while also enabling greater reporting and management control.

## AT A GLANCE

- Virtualised application environment to provide an "always on" 99.999% service
- Virtualised infrastructure solution, saving the purchase of 20+ computer servers
- Proactive monitoring and SIP solution, to reduce costs and increase capacity in high call volume situations
- Time-Off Manager, Strategic Planner, Advanced Scorecards and KPI adapter ensures optimal staffing levels for a high level of service
- Voice and screen recording and Quality Management allowing polite dispute resolution and agent coaching on call approach and systems



**EXCEPTIONAL  
CUSTOMER CONTACT**

# APPLICATION SERVICES



## HOW WE ENABLED IT

To help TCC manage their workforce to meet demand, we deployed an integrated Workforce Management System to allow staff members to bid for shifts and manage holiday schedules, thus ensuring there are always enough agents to handle customer queries. IPI provided an innovative platform to meet TCC's social media needs, allowing them to monitor key phrases and unofficial social media pages that can be shared with contact centre agents for swift follow up. Monitoring "social sentiment" is highly important in the 21st century, and since implementing the platform, TCC's social team has grown exponentially to ensure proactive and timely interaction with its customers.

## APPLICATION SERVICES DELIVERED

- Workforce Management Solution to ensure staff levels meet customer expectations
- Social media platform to monitor, measure and proactively manage customer sentiment
- Unified Communications to handle full multi-media voice, email, chat and social requirement
- Virtual infrastructure to ensure "always on" service, plus back up and disaster recovery needs
- SIP connectivity for internal calling and integration of sites future multiple sites
- In-queue call back feature for customer convenience and post call surveys to ensure agent proficiency

50

Top Companies  
in 'Travel  
Services & Hospitality'  
category, 2016



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“Working with IPI has improved service to our customers and internal processes which has led to happier staff, reduced agent turnover, and us becoming a Top 50 in Customer Service.”

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TCC first engaged with IPI when their legacy contact centre infrastructure was unable to support high levels of customer service.

IPI resolved those issues with such professionalism and high standards that TCC came back when it needed a Workforce Management Solution and strategy/platform for the immense task of managing customer service social media.

The result has been a true partnership in technology between TCC and IPI, supported by IPI Consulting services, agent and staff training, analysis and diagnosis for improvements, with the end goal of achieving a truly world class contact centre for TCC.

## OUR CUSTOMER IS HAPPY BECAUSE

We came first under the 'Travel Services & Hospitality' category in the Top 50 Companies for Customer Service 2016 Awards. The Caravan's Club's 140 strong customer service team in East Grinstead, as well as over 400 wardens across our UK sites network have worked hard towards earning The Club this prestigious award, and we couldn't have done it without IPI's help and experience.

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[www.ipintegration.com](http://www.ipintegration.com)