

VoIP Call Centre solution supports growth at The Carphone Warehouse



“With outstanding project management skills, HP was able to win the confidence of our technical people. For once, our internal project managers were relaxed.”
Matthew Peers, IT finance director,
The Carphone Warehouse





Founded in 1989, London-based Carphone Warehouse Group plc has grown to become Europe's largest independent retailer of mobile telecommunications products and services, with annual revenues of £1.77 billion (€2.5 billion).

The company's success is based on exceptional customer service. According to The Carphone Warehouse's IT finance director, Matthew Peers, one of the main priorities is to maintain and enhance standards of service as the business grows and expands in new directions. The recent acquisition of Opal Telecom, for example, has given The Carphone Warehouse a foothold in the fixed-line residential market with its TalkTalk service.

"To support our growth, we had to open a new contact centre," said Peers. "One of our main priorities was to install innovative, expandable technology that would enhance the customer experience."

Outstanding skills

The Carphone Warehouse engaged HP Services to implement a Cisco-based local-area network (LAN) infrastructure, Voice over Internet Protocol (VoIP) telephony, and IP call centre solution in its new Warrington contact centre. HP won the contract in the face of competition from IBM, BT and other incumbent suppliers.

"HP's people were very professional and had absolute confidence in their ability to provide us with what was needed. The solution they proposed met our business requirements and was fully scalable," he commented.

HP Services consultants designed the solution, managed the installation of the LAN and implemented the VoIP infrastructure, which was pre-built and tested in HP's labs. The solution supports customer contact by telephone or email.

“With outstanding project management skills, HP was able to win the confidence of our technical people. For once, our internal project managers were relaxed,” said Peers.

New services

Whilst the immediate priority is to meet the needs of existing Talk Talk customers, Peers anticipates that the IP Contact Centre (IPCC) solution will support a multiplicity of additional services that translate directly into improved customer service. For example, virtualisation capabilities offered by IPCC has made it possible for The Carphone Warehouse to integrate its two contact centres in Acton and Warrington into a single virtual centre, with calls being routed to the first available agent. Each contact centre will also provide disaster recovery for the other.

The infrastructure will also scale up as the business grows. With Cisco IPCC, new contact centres can be integrated quickly, easily and cost-effectively. This will ensure that standards of service are maintained even if the customer base grows very rapidly.

“In a marketplace characterised by a very high level of churn, customer service has always been a crucial differentiator for The Carphone Warehouse. With HP and Cisco’s IPCC solution, we can make sure things stay that way,” concluded Peers.

Customer at a glance:

Industry sector: Retail/telecommunications

Name: The Carphone Warehouse Group plc

Headquarters: London, UK

Founded: 1989

Telephone: +44 (0)208 896 5000

Number of employees: 7,500

Annual revenues: £1.77 billion (€2.5 billion approx.)

URL: www.carphonewarehouse.com

Partner at a glance:

Company: Cisco Systems

Headquarters: San Jose, California, USA

Telephone: +1 408 526 8252

Number of employees: 34,200

URL: www.cisco.com

Business: Provider of networking solutions

Products: Network-related hardware products;
IP-based networking solutions; technical support
and professional services



Why HP?

- Extensive experience of similar projects
- Professional approach
- Ability to deliver quickly
- Scalable solution
- Unrivalled 24 x 7 solution support to ensure reliable and robust service

Hardware

- HP ProLiant servers
- Cisco LAN, and IP Telephony

Software

- Elitium call centre software
- Blue Pumpkin workforce management software
- Cisco CallManager
- Cisco IP Contact Centre

HP Services

- Solution design
- Integration
- Implementation
- Education services
- Solution Support



Challenge

- Achieve competitive differentiation in a market characterised by rapid churn.
- Maintain and enhance customer service in the face of growth and expansion into new areas.
- Establish new contact centre in Warrington, UK, with 500 employees.

Solution

- Engage HP to provide telephony and contact centre solution for new contact centre.
- Give HP Services responsibility for designing, integrating and implementing Cisco-based LAN VoIP infrastructure and IP Contact Centre.
- Leverage IPCC technology to integrate two geographically dispersed call centres into a single virtual centre.

Results

- The IPCC platform supports a multiplicity of additional services that translate directly into enhanced customer service.
- New contact centres can be integrated quickly, easily and cost-effectively.
- Standards of service are maintained even if the customer base grows very rapidly.

For more information on how working with HP can benefit you, please contact your local HP sales representative or reseller, or visit www.hp.com.

© 2004 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Publication Number: 5982-3213EE Written: August 2004

