



# Customer Case Study

## About phones 4u

phones 4U is the largest growing mobile phone retailer in the UK. From the first store opening in 1996 the explosive growth experienced by the mobile phone giant has resulted in over 330 stores being open by 2003 and the phones 4U logo being recognised as a brand that has gone from strength to strength.

phones 4u attribute their unprecedented success to their uniquely innovative approach to the market place and their fresh, customer-focused service.

## The Challenge

This dramatic expansion has meant that whilst the phone technology remained at the cutting edge, the back office systems were in need of modernisation to match the current corporate requirements of the ever growing phones 4u business.

Fundamental to this was a new Customer Contact Management System. As the number of customers and, therefore, the amount of customer contact increased, phones 4u immediately wanted to capture the customer feedback. This ensures that they maintain their market lead by staying one step ahead of the competition with regards to common complaints, buying trends and customer desires for the future of the mobile phone world.

## The Solution

Trevor Moore, Director of Customer Excellence explains the company motivation in selecting SERVICEmail as the centralised customer contact management tool for phones 4u:

***“The key element is to constantly build and maintain a superior customer-focused service. As a leading and innovative retailer, it is imperative that we are able to adapt and respond to our customers needs.”***

Over a period of 3 weeks, SERVICEmail was implemented in the UK Customer Services departments in Newcastle Under Lyme and Stoke on Trent. These areas currently deal with all UK enquiries for the phones 4u network.

Initially approximately 50 staff handled about 10000 pieces of customer contact per week. However, this number is constantly increasing as the company goes from strength to strength and the SERVICEmail system has recently been increased to 150 users. It was essential for phones 4u to implement a system that will support the continued growth the organisation is experiencing.

SERVICEMAIL



Contact Blue Flag today for the expert view on your Customer Service





## The Benefits

Among the key benefits that phones 4u have experienced through the use of SERVICEmail are:-

**Staff saving efficiencies** – phones 4u are anticipating a significant decrease in call handling time through the implementation of the SERVICEmail system with integrated CTI functionality. This will mean that staff efficiency is dramatically increased with agents being able to handle a greater number of calls at a faster rate.

**Complaint KPIs** – phones 4u target themselves on constantly achieving demanding KPIs (Key Performance Indicators) for customer service. The user friendly SERVICEmail system with direct email, and text message links, as well as scanning facilities and automatic creation of mail merge documents will facilitate a reduced turnaround time with written complaints.

**In Store Data Collection** – The implementation of the browser based SERVICEmail solution ensures that the stores are now connected to the central customer contact management database and, thus, information received at store level is now both collected and reported upon, offering phones 4u a far more accurate insight into customer trends and future requirements.

**Powerful management information** – Predict trends, using information to train and deploy resources, also to effect changes in working practice and policy. Ultimately, continually improving the Customer Service operation by providing benchmarking through measuring KPIs (Key Performance Indicators). Trevor Moore explains the benefits foreseen by phones 4u through the implementation of SERVICEmail:

***“Implementing such sophisticated technology allows us to continue at the forefront of the industry and create a customer service experience which is second to none.”***

## The Future

As the leading and innovative retailer, phones 4u intend to be the first and only choice for mobile phone customers in the years to come. They aim to continue to offer our customers a service that is rated second to none and the implementation of the SERVICEmail system for customer contact management throughout the company is key to this being achieved.

Blue Flag Technologies have partnered with leading public and commercial organizations. We have over 12 years implementation expertise, our solutions have helped our customers take advantage of numerous business benefits in the areas of

- Operational cost savings
- Operational revenue gains
- Business Improvement
- Improved Customer Service and Marketing.

