

BT SmartNumbers Mini Case Study

Travel West Midlands

With a modern fleet of 1800 vehicles and nearly 600 routes throughout the West Midlands, Travel West Midlands runs the UK's largest urban bus network outside of London. It is also one of the region's biggest employers with over 5000 staff.



The Business Challenge

Travel West Midlands decided to enhance its internal IT Help Desk services. It wanted access to more detailed real-time management information reports on contact handling and to enable Help Desk consultants to more easily handle calls out-of-hours and weekend calls.

Solution

In 2006, Teamphone created a bespoke SmartNumbers Virtual Contact Centre solution for Travel West Midlands that includes:

- a timetable-based routing facility that enables calls to be sent direct to the mobiles of on-duty Team Members at any time
- high volume voicemail management for teams within Outlook
- an automated information message facility to notify callers of major network faults, email problems etc.
- a comprehensive web-based management information reporting tool

A single SmartNumbers 'Virtual Team Number' is promoted to Travel West Midlands' employees as the Help Desk contact point.

Results

SmartNumbers delivers calls to Travel West Midlands' Help Desk Advisors regardless of their location and provides detailed real-time management information. The service has improved overall efficiency and enabled Travel West Midlands to better match agent availability to busy periods.

BT SmartNumbers was extended to the Travel West Midlands' Direct Debit department in September 2006.

“ SmartNumbers is highly flexible, enabling us to make instant changes. It is also easy to administer, allowing team members to change messages and call routing rules in an instant. Advisors can view SmartNumbers reports on screen, see where problems are occurring and use their own initiative to resolve issues. When we've needed it, technical support and advice from Teamphone has been excellent. ”

*Darren Lester, IT Networks
Controller, Travel West Midlands*