

CUSTOMER EXPERIENCE



ABOUT METRO SHIPPING

Type: Transport, Shipping, Storage, Distribution

Location: England

Configuration: Call routing, Computer Telephony Integration (CTI)

Website: www.metroshipping.co.uk

CUSTOMER NEEDS

- Overhaul the communication infrastructure
- Have a guaranteed return on investment
- Improve customer service
- A comprehensive, scalable and flexible solution to grow with the business well into the future

“We operate a dedicated quality policy and a highly sophisticated internal quality programme, allowing us to monitor all aspects of our business, its disciplines and performance criteria at every level of our operation. The solution has reinforced this quality policy and allowed Metro to deliver even more improved customer service, setting us apart from our rivals.”

– Simon George, IT Project Manager,
Metro Shipping

Metro Shipping a leading freight forwarding company improved efficiency and customer service by implementing the right communication solution

When other companies rely on your business to make sure their products are moved around the world swiftly, safely and securely then you need a communications solution that eradicates any possibilities for confusion.

This case study highlights how a leading freight forwarding company improved efficiency and customer service by implementing the right communication solution.

Metro was established in 1981 and offers freight management services on an import and export basis coupled with dedicated distribution strategies and solutions. It is the largest independent freight forwarding company in the UK.

Metro also provide all ancillary services expected from a fully integrated global logistics company, including haulage, warehousing, packing, marine insurance, full advisory and consultancy service for turnkey projects and a concise and efficient computerised documentary system, specialising in letter of credit arrangements and negotiation. Metro is particularly proud of the technological advances it has developed to enhance its service levels.

As Metro evolved a business strategy to become more and more customer focused there was a realisation that its communication infrastructure required a complete overhaul if it was to compete in today's marketplace. Metro's Birmingham office was becoming increasingly busy and customers were demanding, and expecting, tighter and tighter deadlines to be met. To this end Metro took the decision to review the communications solution in place and implement a new strategy that would guarantee them return on investment as well as meet the high expectations of customer service set upon them by itself and its customers.

CUSTOMER EXPERIENCE METRO SHIPPING

SOLUTION COMPONENTS

- Mitel Communications Platform
- Computer Telephony Integration (CTI)

RESULTS

- Call answer rate reduced to just two seconds
- An improvement in customer service (as stated by customers)

Simon George, IT Project Manager, Metro Shipping explained, "Previously we did not even have direct lines, our people could not cope with the influx of calls and, without a proper call reporting tool, it was becoming increasingly difficult to track customer contact and review our performance."

By working closely with a leading telecommunications reseller Metro was able to implement a solution that not only met the current requirements but also delivered a comprehensive, scalable and flexible solution that would grow with them well into the future.

"We operate a dedicated quality policy and a highly sophisticated internal quality programme, allowing us to monitor all aspects of our business, its disciplines and performance criteria at every level of our operation," continued Simon, "The solution has reinforced this quality policy and allowed Metro to deliver even more improved customer service, setting us apart from our rivals."

After deliberating over a number of different options available in the market, Metro took the decision to move forward with a Mitel® solution. The reasons for this were not only founded on the reliability of the technology to deliver exactly what Metro needed, but also the fact that the reseller Metro had chosen to partner with was able to offer a quality of service unrivalled by its competitors.

Simon continued; "Implementing new systems can be a very disruptive time, however the highly organised methods of installation, the on site systems training and excellent standards of after sales care enabled a swift, trouble free transition with no impact on our customers."

By combining the solution with Computer Telephony Integration (CTI) software, Callview, the reseller was able to deliver dynamic call routing via hunt groups and full call reporting and management.

"The solution has enabled our call answer rate to be reduced to just two seconds. This is a powerful statement to make to our customers. We surveyed our customers after installation and every single one stated an improvement in customer service, which speaks for itself," Simon concluded.

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