

Guhring use Contact Centre technology to drive up customer care



Guhring Ltd

The Customer

Founded in 1973, Guhring started as sales, stocking and distribution and it has now grown into an established UK manufacturing company.

The company employs a team of field technical support engineers and in house design and application engineers to offer customers the latest technology.

Guhring Ltd can offer all the products from the company's UK operation and complemented by an extensive stock holding of standard and special products.

Their Needs

With a range of 1,620 standard products in over 44,000 sizes the aim is to provide the ideal tooling solution in the fastest possible time.

In 2010, the 5 year lease on their existing Siemens HiPath 3550 system was due to end. So it was the time to provide a more suitable solution for their needs.

Specially, high on the list of requirements for the business was the need to improve call handling to guarantee the best level of customer service.

The Solution

The OpenScope Office solution allows everyone to indicate their presence to each other. This greatly speeds up call answering and means that people are put through to the right person first time.

“The result has been an increase in business efficiency, more satisfied customers and happier members of staff.”

Guhring Ltd

Implementation

OpenScape Office Centre was the core solution and removed the problem of calls being directed to the wrong members of staff. Now, calls were answered promptly, improving staff morale and customer service.

OpenScape Office puts all the features of the system into the Outlook window. This enables the users to change their status from their calendar, to use their contact database to dial someone and they can view all their email messages, voice mails and faxes from one place.

Key Benefits

- ✓ Using Contact Centre to improve customer care
- ✓ OpenScape Office shows presence status information
- ✓ IP DECT handsets to speed up business process
- ✓ Increase business productivity
- ✓ Saving costs



Partnering with Midland Telecom

Guhring highlighted: **“The installation of the system was carried out professionally and with minimal disruption to the business. The training provided was excellent, enabling all members of staff to get the best from the system.”**