



Improving communications, eliminating complaints

5i enables partner, BTL, to deliver Enghouse Interactive Communication Centre to Williams Medical.

Williams Medical was established in 1986 and they are now the leading provider of medical supplies and services to the UK healthcare market.

With 150 employees and a purpose built headquarters in the historic Welsh village of Rhymney at the foot of the Brecon Beacons, Williams Medical supplies over 8,500 GP surgeries and Primary Care Organisations (PCOs) with medical equipment, pharmaceuticals, everyday consumables and family planning products.

They also provide a broad range of added-value services including health and safety consultations, utilities supply, infection control advice and a medical equipment testing and calibration service, which is uniquely endorsed by all the major medical equipment manufacturers.

THE CHALLENGE

5i partner, BTL Communication, provide a wide range of ICT services to Williams Medical and were engaged at an early stage in the process of updating the call centre.

BTL identified Enghouse Interactive Communications Center (EICC) as the best solution to meet the business requirements.

Having already installed over 150 EICC solutions, 5i was chosen to work with BTL Communication to provide pre-sales expertise and solution knowledge that would go beyond a technology project and offer business transformation to Williams Medical.

Average speed of answer has increased, meaning more calls are handled daily and customer complaints have been eliminated

Call abandonment reduced from 5% to 0.5%, contributing to higher sales revenues

All issues are resolved quickly, with greater visibility and faster access to data

50 hours per month per team saved through performance management of unproductive paid time

This solution has helped us to make significant improvements in the way that we deal with our customers.

Gareth Stone
Contact Centre Manager
Williams Medical

The Solution

Working with BTL, which specialises in diverse Internet connectivity, inbound and outbound telephony services, SIP and mobile, 5i designed and delivered an EICC multimedia contact centre solution, providing pre-sales, installation services and post-sales support to Williams Medical.

At the beginning of the project, 5i scoped the business requirements for both current and future needs, mapping these against EICC to provide a roadmap for growth.

EICC is a feature rich solution that is fully certified by the Cisco Developer Network. It can handle all types of media – telephone calls, emails, fax, SMS, web chat and social media.

The solution was configured to take best advantage of exceptional routing intelligence to identify and deliver calls to the most appropriate agent based on called number, caller ID, call region, value of customer, agent skills and many more.

This configuration gave Williams Medical the ability to provide more personalised and more productive customer service to all customers, directly matching their requirements to the availability and skill of agents.

The key features chosen as part of the solution also included multimedia queuing, which uses email queuing and web chat queuing to enhance business communications with customers, call-back queuing to reduce abandoned calls and real time statistics, which can be generated with over 150 standard reports, displayed on a highly visible wall mounted display.

The solution was designed for 55 agents but can scale to over 500 with additional licensing and professional services.

WORKING WITH 5i

5i is a specialist provider of IT services and technology solutions to the channel, helping partners generate new opportunities and elevate their relationship with current customers.

- Maximise customer wallet share with higher margin opportunities
- Increase customer loyalty by aligning more closely to their needs
- Enhance your offer through access to complementary expertise, accreditations and resources

5i SERVICES



Cloud and
Hosting



Network and
Connectivity



Collaboration



Cyber Security



Managed
Services



Device
Management

**5i's knowledge, skill,
and professionalism
throughout this
project
was outstanding.**

Richard Coakes
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