

Untangling reception through speech recognition



H&R Johnson is the UK's largest manufacturer of ceramic tiles. They manufacture and import high quality ceramic tiles for distribution in the UK. Based in Stoke-on-Trent in Staffordshire, the heart of the pottery industry, they have been established for over 100 years and have sister factories in India, Australia and Greece with satellite offices in Italy and America.

H&R Johnson Tiles know that investing in new technologies, whether for communication or otherwise, is essential in delivering their business strategy of improving their productivity and reducing their costs in order to compete with other worldwide manufacturers.

Issues

One of the biggest issues that H&R Johnson Tiles is facing is competition from abroad. Lower rates of pay and exchange rates are making it increasingly difficult to be competitive in a cut-throat market place.

To address this, H&R Johnson commissioned a business-wide review. They decided to implement a series of changes that would help them achieve their goals, which included the way they were handling:

- Calls into the business by direct dial numbers and through reception
- Call handling by the existing customer service call centre
- Visitors in their reception area

They found that significant cost was involved in and around their operator combined receptionist. Neither role was busy for any period of time and was only available during working hours Monday to Friday.



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There was also an overlap of incoming calls that were handled by the call centre and those handled by the receptionist. The way calls were handled became an opportunity not only to reduce cost but more importantly to enhance the level of service that H&R Johnson could offer to their customers, suppliers and employees.

The Solution

The Telephonetics VIP ContactPortal[®] was recommended by specialist partners IP Integration to H&R Johnson. A speech recognition based solution - the Telephonetics VIP ContactPortal[®] answers, screens and routes calls to their required destination in addition to allowing staff to make calls, all driven by speech.

Using a unique speech recognition solution from speech recognition telephony specialists Telephonetics VIP, IP Integration were able to demonstrate how an enhanced level of customer service could be achieved that was in

line with the heritage and culture of their business and which could intelligently communicate with all caller types. External calls are answered 24/7 politely and professionally and are

quickly directed to their required contact simply by saying the name of the person or department they wish to speak to.

After the overwhelming success of an initial dial-up trial, set up by IP Integration for a cross section of employees including senior board directors to provide reassurance, the ContactPortal[®] was fully deployed at H&R Johnson Tiles.

The system provides two virtual operators that handle all external calls. David Picken, IT Support, H&R Johnson Tiles commented: "Telephonetics VIP and IP Integration have delivered a solution that weaves all our existing communication strands into something effective and powerful." ➤

Telephonetics VIP is a leading provider of hosted and customer premises speech recognition and voice automation solutions. From voice diallers that automate the operator function and deliver hands-free mobility, to MovieLINE[®], our cinema information and booking system, we have consistently demonstrated our ability to deploy market tailored speech solutions into very demanding environments,

delivering real business benefits to our customers. Our solutions for self-service, call steering, mobility, outbound messaging and business continuity deliver all the potential that speech has to offer.

Telephonetics VIP – making sound business sense for over 13 years for public sector and corporate clients including Global 1,000 customers.

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and say "sales"

► An efficiency review, following the implementation, revealed that the ContactPortal[®] had allowed H&R Johnson Tiles to make clear cost savings, and ROI on the project was achieved in months.

The review also highlighted the numerous less tangible benefits including enhanced customer service, highly efficient out of hours call handling and ease of contact with staff at any location.

The Benefits

- H&R Johnson Tiles, using the ContactPortal[®], can handle twice the previous number of incoming calls efficiently and professionally
- The Telephonetics VIP ContactPortal[®] provides a consistent, reliable service and can intelligently question and direct calls based on a specific response
- All calls are captured and promptly serviced even if the caller is unsure who they need to speak to
- If queries occur, detailed call statistics are available including a recording of the name / department asked for
- Improved call routing ensures that the call is transferred to the right person at all times - 24/7
- Zero administration and user-friendly - no training required

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Telephonetics VIP solution was most appropriate for us.

We looked at other companies when assessing the technology but no one else was prepared to give us access to their own working technology to allow our directors to get to grips with it before we decided to buy.

In addition, Telephonetics VIP and IP Integration's proactive and flexible approach was extremely refreshing", commented David Picken, IT Support, H&R Johnson Tiles.

Conclusion

H&R Johnson Tiles have been particularly impressed with the solution's response, reliability, accuracy and quickness.

Feedback from employees and clients has been extremely positive. This technology provides the flexibility to sit in front, alongside or behind an operator or group of operators to ensure the most appropriate method of call answering is achieved.



For H&R Johnson, their objectives have been achieved. The technology has delivered the required reduction in cost while simultaneously exceeding expectations for enhancing customer service.