

Case Study

Brown Bag and Woodhouse Clothing



At a glance

- SIP trunks provided resiliency
- Superfast broadband
- Accurate call routing with ACD
- Call recording for PCI compliance
- Boosted customer experience
- Enhanced internal communications
- Reduced call charges
- Reduced total cost of ownership



Deployed to tight timescales as part of a major relocation, the installation of superfast broadband, SIP trunks and a Mitel MiVoice 250 telephone system enables designer menswear firm to improve dispatch times and deliver exceptional customer service.

Challenge

Part of the Clothingsites.co.uk group, Woodhouse Clothing and Brown Bag are leading online menswear retail brands. Employing 50 staff, the group relocated to a 75,000 sq ft warehouse, as part of its strategic growth plan.

With over 50 brands and 1000s of product lines, the marketing team needs to update website images of stock on a daily basis. Due to the restrictions of the broadband connection, updating online content and stock data was a protracted process which had a negative impact on order fulfilment, warehousing and customer service. The existing infrastructure and telephone system also restricted efficient staff collaboration, did not support call recording for training and was extremely costly to run.

Solution

As an official supplier for the Government's Connection Voucher scheme, Incom-CNS recommended an upgrade to a 50Mb+ Ethernet leased line connection, supported with automatic ADSL back-up for failover. 20 SIP trunk channels were installed, delivering robust business continuity, reduced line rental costs, the elimination of inter-office call charges and a lower overall total cost of ownership.

The legacy telephone system was replaced with Mitel MiVoice Office 250, delivering productivity features including unified voice messaging with auto-attendant, Meetme conferencing, automatic call distribution (ACD), hot-desking, mobile twinning, mobile hand off, teleworking and reporting.

"We had a tight deadline for the deployment of the new infrastructure and telephone system, which was delivered on time and to budget. We are delighted with the results and savings so far and would not hesitate in recommending Incom-CNS."

David Foster, Managing Director,
Clothingsites.co.uk



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gold solutions partner

The Oak unified call recording system was upgraded to improve staff performance, ensuring full compliance with PCI regulations and enhancing customer service.

International Expansion

Founded in 2002, clothing retailer Clothingsites.co.uk primarily operated exclusively in the UK. Recent investment has fuelled the company's vision to grow international sales across the Woodhouse Clothing and Brown Bag brands. Previously located in Cheshire, the group relocated to a 75,000 sq ft site in Manchester in early 2015.

The company experienced significant issues with their existing broadband connection. Selling a huge range of menswear, they needed to ensure online stock was kept up to date, employing photographers and digital marketers to keep their two e-commerce websites updated with new stocks images across more than 50 brands. Prior to upgrading their broadband connection, this process could take up to five days to achieve.

The company wanted their communications system to help improve training, to enhance staff performance and allow them to deliver a highly responsive and customer-centric service. The legacy communications infrastructure and system had been unable to meet their existing and future requirements and was not delivering the cost savings needed.

The team at Incom-CNS worked closely with IT Manager, Iain Warde, to conduct a thorough audit of the existing system, infrastructure and broadband service. Having proved that an integrated IP

platform would save money and provide a resilient solution to meet the firm's future needs, the Leadership team accepted the Incom-CNS proposal of a Mitel MiVoice 250 IP solution, a 50/100 Mb Ethernet leased line to deliver 50MB+ Internet access connectivity, 20 Gamma SIP trunks and Oak call recording software. One of the key requirements of the deployment was to meet a rapid installation timescale to coincide with the move to new premises.

Mitel MiVoice 250

MiVoice Office 250 ensures that staff don't miss important customer calls, by allowing external mobile devices to become more integrated with the business. Through a suite of productivity applications, staff can easily "twin" their desk phone with up to eight other devices, providing enhanced personal accessibility, client availability and an in-office telephony experience while working remotely. If staff are unable to answer a call, it goes straight to their office voicemail inbox, removing the need for voicemail on other devices.

Ultra-Fast Installation

Incom-CNS worked closely with the IT team to ensure the installation was performed smoothly, meeting with them on a regular basis to discuss the progress of the project.

"Relocating our business was a major project for us, so we relied heavily on Incom-CNS to deliver a trouble-free deployment," comments Iain Warde. *"With typical leased line installations taking 90 days, Incom-CNS ability to meet our requirements in 33 days was exceptional,"* he concludes.

Cost Savings

As a result of the new leased line connection, online image updates now take between 24 and 48 hours, improving product line availability and sales. Dispatch times have improved due to faster order processing, supported by an increased dispatch through-put. The ability to monitor calls has allowed managers to address any training issues, which has had a positive impact on customer service. Based on initial estimates, the installation of SIP trunks will deliver £8,000 savings annually, with inter-office and national calls completely free of charge to the business.

Benefits

With superior customer service at the heart of their operations, the move to Mitel MiVoice Office 250 has proved a big success. This solution enhances customer service, streamlining customer call routing to the correct person at all times. The upgraded call recording system helps to enhance staff training and customer service, as well as delivering PCI compliance.

Leveraging voice calls over IP, the company benefits from a significantly reduced total cost of ownership for communications. Deploying SIP trunks has delivered greater control, flexibility, resilience and cost savings. Finally, the broadband connection enables faster online stock refreshes and order fulfilment, plus improved service delivery.

About the Incom-CNS Group

The Incom-CNS Group is the ultimate business communications partner, providing award-winning solutions on world class infrastructure. Experts in all aspects of business communication, including Cloud, UC, contact centre, calls and lines, business mobile and IT networks, we are Mitel Gold accredited and our industry partners include first rate brands such as Gamma, BT, Virtual1 and Vodafone. We are always customer focused and our whole team strives to provide unbeatable service which has enabled us to build a loyal base of big-name customers including Haribo, The Range, Kelloggs, Mitie, Manchester University NHS Foundation Trust, BLM, Chubb, Grwp Llandrillo Menai, Northern Power Grid, StepChange Debt Charity, RAF Museum, Salvation Army and the Japanese Embassy.



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