



Client

Tektronix

Industry

Technology

Country

United Kingdom/Europe

Challenge

Design, implement and manage a frontline helpdesk to handle technical, general and sales enquiries

Solution

Merchants implemented the Customer Management Centre (CMC) as a frontline filter for customer, dealer and staff calls all over Europe

Tektronix

1 Helpdesk, 10 Languages, 33 Countries

Client Overview

Tektronix Inc. is a global leader in manufacturing and supplying measurement equipment, colour printing, image systems and video and networking products. They have more than 7800 employees and \$1.4 billion in annual sales, with operations in over 23 countries outside the United States.

Tektronix instruments have enjoyed a leading position in the test and measurement market for decades prompting the European printing products division to complete a feasibility study, investigating the possibility of outsourcing the first level technical support helpdesk.

The Requirement

After completing a feasibility study, Merchants was briefed to design, implement and manage a frontline helpdesk to handle technical, general and sales enquiries. Initially calls would come from Tektronix's 14 core European markets, with the integration of calls from an additional 19 distributor territory countries stretching the helpdesk into Northern Africa and the Middle East.

Solution Provided

Merchants implemented the Customer Management Centre (CMC) for Tektronix, run from Merchants own communication centre in Milton Keynes. In essence it was a frontline filter for customer, dealer and staff calls all over Europe. Technical enquiries were dealt with by the CMC, allowing Tektronix personnel to focus on their core competencies. In cases where a technical issue was highly complex, calls and data were passed on to second level expert teams manned by Tektronix personnel.

The CMC was designed to carry out numerous other tasks aside from technical support. The team could answer sales enquiries, electronically forwarding details onto country sales teams. The CMC could also solve queries on contracts and warrants and arrange product exchanges.

In addition CMC carried out regular outbound activity, such as arranging equipment recovery for items that needed to be exchanged.

The Technological Setup

The extensive range of activities required the operation in Milton Keynes to function as a 'virtual department' for Tektronix.

In order to do this, the CMC established kilostream and ISDN links with the Tektronix head office, enabling a direct link into Tektronix European product and fault-logging database, which also contained contract and fault warranty information.

Results

- ▲ CMC customer had one single point of contact to talk to Tektronix. This set new service levels for customers
- ▲ During busy periods customers were dealt with by a combination of live operator or interactive voice response (IVR)
- ▲ After 12 months of operation, 70% of calls were technical enquiries and 30% general, pre-sales and product enquiries

In addition Merchants designed a call logging system that bolted onto Tektronix own database. It enabled CMC's operators to capture customer information, set call results and produce MIS reports. The CMC also had Computer Telephony Integration (CTI) ability allowing call line identification. Combined with a screen-pops ability CMC operators immediately had the ability the ability to recognize the callers country of origin and could address callers in the appropriate language. CTI also gave the ability to produce reports that mixed information on the type of call with call duration, wrap-up times and type of line.

Depending on whether the customers were under warranty, had service contracts, or had no service agreement with Tektronix customers could call on freephone, standard rate or premium rate lines. For the 14 core European countries alone, the CMC managed 72 separate telephone numbers across Europe.

A customer could call from Germany on a premium rate number and be greeted by a native German operator in Milton Keynes, yet the caller would think they were making a call to a German destination.

The Team Setup

With the technological ability to 'seamlessly' reach the core European and satellite countries, the circle was completed by the CMC team. Multi-lingual native speakers were recruited by Merchants. Each team member had either a degree or equivalent qualification, had technical or engineering experience, or a minimum of two years in business. All operators were computer literate and training was extensive. It covered product training, fault information and fault diagnosis, database and system training and telephone communication skills training to ensure premium customer service.

The Launch

After 3 months of planning and design the CMC lines were open. The service was initially made available to the UK, France and Germany with the other European countries added week by week. Helpline numbers were not published until all countries had been introduced to the service. All 14 core countries were officially live 4 months later. Within another 5 months an additional 19 'distributor territories' from Northern Africa, the Middle East and Eastern Europe had been linked to the CMC. These are territories where Tektronix is represented by its network of distributors.