

# Apropos Technology

# Success Story

## Danka Provides Best-In-Class Customer Service with Apropos Solution

### The Company

Danka is one of the world's largest independent suppliers of office imaging equipment and related services, parts and supplies including copiers, network printers and fax machines. Danka employs over 20,000 people worldwide, with over 700 offices located in more than 30 countries. Danka is committed to providing best-in-class customer service and the business is organized around customers - large and small. The company is headquartered in St. Petersburg, Florida and London, England, and is committed to maintaining customer focus as one of its key strategies for continued growth.

Danka's Teleservices Group provides inbound and outbound sales and support to new and existing customers. With more than 90 agents in two locations, the Teleservices Group handles over 8,000 calls per day.

### The Problem

As most corporations, Danka's Teleservices Group found itself with several challenges. It was concerned with its customer service levels and getting the most productivity out of its staff. To answer these challenges, Danka determined it needed to take a look at its call center infrastructure. Danka found it had no way to intelligently route calls, calls weren't recorded for documentation purposes, there was no visibility into the callers in queue and no real-time or historical reporting. Additionally, Danka had 18 different supply call centers, all utilizing different systems functioning independently.

"We would have problems throughout the course of the day, but it wouldn't be until the following day that we could track down what the problems were and correct them. By then, we had gone through an entire day providing poor service to our customers," explained Paul Mazzapica, senior vice president Danka Teleservices Group. "Without a robust reporting package, there was no way to track abandoned rates, hold times or peak calling hours, with the appropriate detail."

### The Solution

Danka's Teleservices Group needed a long term solution. It reviewed many vendor solutions with four factors in mind:

- Danka wanted a LAN-based solution, one that would take advantage of its existing data infrastructure.
- Danka wanted a system that would easily expand without huge add on costs.
- Danka needed a solution that would interface with its existing PBXs, Mitel and Siemens ROLM.
- Danka needed a solution that would enable it to consolidate all 18 call centers.

After a lengthy search, Danka's Teleservices Group selected Apropos Technology for several reasons:

- Apropos provided an integrated robust application (automatic call distributor (ACD), fax, interactive voice response (IVR), voice recording, etc.)
- Apropos is a local area network (LAN) based solution, one that leverages both existing voice and data infrastructure.
- Apropos' multimedia queue at the agent desktop provides needed visibility to caller's inquiries.
- Apropos' solution is both scalable and flexible.

"With Apropos, we now know exactly what is happening on the floor, where each call is coming from and what type of calls they are. We can now route the proper number of calls to each agent based on their skills so that customers are being answered in the quickest amount of time," says Mazzapica.

"Intelligent interaction routing 'is a must in the new millennium.' With Apropos, agents build rapport with the customer by knowing ahead of time what territory the call is from and the type of business the customer is calling about. This enables us to provide our customers the opportunity to speak to the same people each time they call making them feel "local" regardless of the territory they are in," added Mazzapica.

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Apropos' report system has been especially beneficial to the Teleservices Group. The reporting features give Danka up-to-the-minute statistics that are used to determine how to properly utilize its staff, especially during peak call times. Recently, Danka's Teleservices Group underwent a major consolidation with a call center in Norfolk, Virginia, which was also using Apropos. After the consolidation, the number of inbound calls received on a daily basis doubled. Apropos' reporting feature gave Danka the ability to take a look at how to properly address staffing requirements with regard to the increased call flow that was coming in to Virginia and enable the call center to provide the same level of customer service to all its customers. "Without the Apropos reporting package providing us with this information, we never would have been able to plan accordingly," stated Mazzapica.

In addition, because of the Apropos solution, Danka's Teleservices Group was able to consolidate its 18 different call centers into two locations - St. Petersburg serving the East Coast customers and Dallas, serving West Coast customers. Within each location, regional teams are utilized based on agent skill sets and territory. Apropos' multimedia queue enables agents to select calls as they enter the center based on who they are, or what type of customer they are.

Other features that Danka finds beneficial are the voice vault, speed dial and fax features. Each of these features helps the agent to be more productive in the way each call is handled. The voice vault feature allows calls to be recorded so information is backed up and is readily available should a problem arise and require a review of the conversation. It also allows managers and agents to work together to focus on skills that need to be exercised such as objection handling and sales closing skills. The speed dial and fax features enable the agent to quickly and efficiently provide phone numbers or product information without having to get up from their desk. Front-ending agent communications with the Apropos IVR to collect customer information enables agents to immediately address customer issues, speeding customer resolution and improving service levels. Apropos' automated wrap-up features provide immediate acknowledgment of each communication by fax. If callers hang-up, Apropos collects these abandoned calls and gives agents the ability to simply point and click to re-connect the call.

### The Results

The integration of the Apropos solution into Danka's call center has greatly impacted the productivity of Danka's Teleservices Group. Specifically, the solution has improved Danka's service in six main areas:

- Number of calls handled increased - talk time increased from one and one-half hours to four hours per agent.
- Customer service quality has improved while maintaining stringent cost structure.
- Abandoned rates and hold times have decreased - abandon rate is less than half a percent with hold times less than 30 seconds.
- Rapport with customers has improved. Agents and managers now understand the customer better.
- Overall efficiency has increased - service levels increased by consolidating regional teams based on skill sets.
- Overall revenue has increased due to increased call handling and service.

Mazzapica states, "Quality and efficiency are always two of a call center's top issues. With Apropos, we now know if we are doing the right things on the phone which in turn impacts our bottom line."



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