

The Heating Company



Customer

The Heating Company, Belgium

Industry

Manufacturing

Challenges

- To improve reachability of 35 customer-facing staff
- To increase speed of call set-up and response
- To monitor and respond to call traffic fluctuations

Solution

- Business ConneCT integrated with Active Directory

Results

- Positive feedback from customers
- Instant access to contact numbers
- Increased employee productivity
- Initial investment recovered very quickly

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“Our reachability has improved enormously thanks to Business ConneCT.”

Hans Steenbreker

IT Manager, The Heating Company

Challenges

The Heating Company in Belgium has 35 sales staff who daily receive hundreds of calls from customers. But because many of these sales staff must also visit customers, they are obviously not always at their desks. And although alternative desk- and mobile-numbers were available they were not always up-to-date or used by the telephone receptionist. “Incoming calls used to disappear in a vacuum”, says Hans Steenbreker, IT Manager at The Heating Company. “And we received many customer complaints.”

Solution

NEC partner RealDolmen recommended Business ConneCT. This gave the reception desk a clear view of the various incoming calls as well as who was available, where they were located and when a secondary (mobile) number could be used.

Also, because Business ConneCT is available on everyone’s PC, detailed directory information is instantly available to all users. Employees can view each others availability or ‘presence information’, which greatly helps streamline internal communication and eliminates call attempts that cannot be answered.

No time is now lost looking up contact details, which were often out of date. Today, the call is set-up instantly - the phone number doesn’t even need to be dialled, a mouse click on the contact’s name on-screen is all that’s required. This also eliminates the wasted time and inconvenience of incorrect dialling.

The IT department of The Heating Company manages Business ConneCT via a central management application, which also gives an overview of the rest of the telecom infrastructure. "It's very easy to manage all the users, we can easily add voicemails for example, and maintain the IVR system. Business ConneCT also contains an extensive reporting application. We have a clear view of all the incoming and outgoing phone traffic", says Steenbreker. "That information is used by the head of the sales staff for allocating tasks and the weekly planning. We offer the raw data and the salesmen get started. We can keep an eye on the efficiency of our telephony system thanks to these reports."

Results

Employees of The Heating Company are now much more available by phone. The company has clearly improved its telephone reception and customers are being helped more quickly by reaching the right person in the company.

Employees also use the Business ConneCT application to quickly set-up calls on both their desk and wireless phones. It only takes a mouse click, and no time is wasted on making failed internal calls because they can see their colleagues' availability.

"Our reachability has improved enormously thanks to Business ConneCT", says Steenbreker. "We hear this from our customers, and we know that we now miss hardly any calls thanks to the reports. Moreover, we clearly see that productivity has increased, which has helped recover the costs of Business ConneCT very quickly.

Even if employees save just a few minutes per day it all adds up, and before you know it the installation cost is recovered."

Installing Business ConneCT was also very efficient. "Everything was installed in one day over the weekend, so our employees weren't hindered at all. RealDolmen carried out its tasks perfectly and continues to help us with maintenance and management."

For Hans Steenbreker, Business ConneCT is the first step towards Unified Communications. In the next phase, he plans to invest in Voice-over-IP and then more Unified Communications (UC) applications. "With Business ConneCT our people can taste basic UC applications such as availability information (presence)." This will prepare them for when the company fully embraces UC, for which it also intends to work again with RealDolmen. "They have a clear vision about UC, they advise and offer support for each change. With RealDolmen; we know that we have found a long-term partner," concluded Steenbreker.

About

The Heating Company produces and markets an extensive range of heating products such as steelplate radiators, design radiators, bathroom radiators, underfloor heating and convectors. The company became a subsidiary of Vaessen Industries in May of this year and was created in 2004 by the integration of Brugman, Vasco, Superia and Imperial. The headquarters is located in Dilsen near Maaseik in Limburg, Belgium.

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