

➔ Leading Manufacturer of Technician's Tools

“This customer can now emulate the success of their US counterparts and provide a conversational SMS solution for their UK franchises, thus offering them an improved, speedy, accurate service, whilst reducing contact centre costs.”

Jeanette Fennell, Account Manager



The Customer

One of the world's leading manufacturers of tools for the professional technician.

Founded in 1931, the company now has an annual turnover of \$3.4 billion, more than 22,000 products; operates in more than 130 countries; and employs approximately 11,000 people worldwide.

As a full member of the British Franchise Association, the 150+ UK team supports over 430 franchisees in the UK and Ireland.



The Challenge

- To remove the need for UK franchisees to physically call the contact centre for enquiries and quotations.
- To be able to queue and deliver incoming SMS messages from franchisees to their contact centre agents.
- For an SMS solution to seamlessly integrate with the Enghouse Interactive CC system to emulate success of the US contact centre SMS service.
- For agents to have the ability to handle messages longer than 160 characters and have spellcheck on all outbound messages.
- To provide an improved franchise experience and reduce inbound and outbound voice calls.
- To ensure messages are stored to comply with the regulatory retention compliance policies.



The Solution

- ProcessFlows Text Message Server integration into Enghouse Interactive Contact Centre.
- Incoming SMS messages are queued in the system for delivery to agents using skill-based routing, with alpha ID for easy identification.
- Outbound SMS messages are sent from agents in response to an incoming SMS message or as a new message to a customer.
- Agents receive previous communication from the subscriber for context when the SMS is delivered to the agent. This includes the previous 25 messages of the conversation.
- Agents have the ability to escalate an SMS conversation to a phone call.
- Storage and easy retrieval of all sent and received messages.



The Benefits

- Improved service and experience at UK franchisees.
- Reduction of inbound and outbound calls to the contact centre, resulting in cost savings.
- Faster response with greater accuracy to enquiries.
- Easy retrieval of message history.
- Compliant retention policy.
- Future development will allow franchisees to text in a voucher code which can produce an automatic reply confirming if the voucher code is valid or invalid.