



CCS Media

Driving Sales and Delivering
Optimum Account Management

AN ENGHOUSE INTERACTIVE CASE STUDY

Overview

INDUSTRY

Technology

CUSTOMER PROFILE

Leading IT and office supplies reseller with offices across 16 sites

GOALS

To strengthen the already high performance levels achieved by its existing sales team, while ensuring it was getting the most out of new employees. Needed a call recording solution which was capable of monitoring calls made by 200 account managers across 16 sites and evaluate the performance to improve results

SOLUTIONS

Enghouse Interactive Quality Management Suite

BENEFITS

- Greater flexibility to record calls independently on each site but store and report centrally
- Enhanced account manager performance, empowering them to make more sales and drive profits
- Easy to implement, install and use

How Call Recording Helped CCS Media Turn the Spotlight on Quality

CCS Media is a leading IT and office supplies reseller. It works with many of the world's top brands to provide everyday IT, print and office supplies and deliver IT projects to over 4,000 customers across the UK. The company operates across 16 UK sites, including its headquarters facility in Chesterfield, each of which has its own dedicated sales team.

Driven by the efforts of these teams, CCS Media had recorded sustained growth over many years. With market pressures increasing, however, it began exploring ways to ensure this dynamic growth could be sustained over the long-term. The objective was to strengthen the already high performance levels achieved by its existing sales team, while ensuring it was getting the most out of new employees coming on stream.

To do this, the company decided to implement a call recording solution capable of monitoring calls made by 200 account managers across all 16 sites and evaluating the performance of those managers. A decision was taken to carry out this process alongside a complementary training programme run by CCS Media partner, Silent Edge. The approach would include an analysis of how account managers structured their day. Performance on calls would be scored. Individual training programmes would then be tailored to meet the specific requirements of individual team members that had been identified in the review process.

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Tony Cooke, technical services sales director

CCS MEDIA

To complement this, it was critical that the call recording solution was easy to implement, use and that it was not only able to record sales calls at every site, but also provide reporting information that could be viewed centrally by senior management at the Chesterfield HQ.

Tony Cooke, technical services sales director, CCS Media said: “We have achieved consistent growth and ongoing success by combining our own expert and experienced sales staff with new blood brought in from outside. By combining call recording with complementary training, we wanted to ensure staff performance was continuously reviewed and optimised, while introducing new techniques to help them improve.”

Making a Choice

CCS Media considered a wide range of different call recording systems before selecting Enghouse Interactive Call Recording software. The decision to choose Enghouse was based on several key factors including price, speed of deployment and critically, the efficiency demonstrated by the solution in operating over a high-performance multiprotocol label switching (MPLS) network.

As Cooke explains: “We did not want to be adding a lot of bandwidth to the solution. We wanted to avoid overloading our existing network with voice data and impacting the quality of service for other applications as a result.

“The Enghouse Interactive solution was by far the most efficient of those we looked at in this respect. It also allowed us great flexibility in that it enabled us to record calls locally during the day at any one of our 16 sites and then bring those calls back into our core system overnight for review. In short, the system ticked all the key boxes for us – and ultimately the decision to implement it was straightforward.”

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Reaping the Rewards

Enghouse Interactive Call Recording lived up to its promise of being able to support rapid implementation times, with the time taken from point of signing to full implementation being less than a month.

Initially, there were some issues of change management. CCS Media has a highly experienced team of account managers and sales staff which is used to working on its own initiative. There is an escalation process in place but account managers are encouraged to take responsibility for their own calls.

The switch to widespread call recording was therefore always likely to bring some change management issues. Senior management and directors had been aware of the potential issues and many attended a five-day course designed to help them address any challenges identified.

“We’ve found that account managers have become more and more enthused about call recording over time”, says Cooke. “Once they realise the benefits the approach can bring in enhancing their performance and empowering them to make more sales and drive enhanced profits, both for the business and themselves, they quickly come round to the idea.

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The call review process has now been successfully implemented with sales managers using the system currently to record all calls – although the business expects to scale this down over time. At the moment it’s an intensive process. Account managers at most CCS Media sites can expect to be managing 20 to 30 outbound calls every day as well as dealing with about 60 inbound calls. Many such staff are highly experienced, they are dealing with device management and high-level IT projects rather just products and their main focus is on relationship management rather than driving sales per call. And so, it’s the techniques they use in building these relationships that the recording devices are effectively capturing.

Currently, sales managers work with individual members of the sales team to review at least six calls a month for each salesperson. Using the Enghouse Interactive solution to record, the calls are then stored and analysed. Agents are assessed on their performance across a range of criteria including how they open and close calls; and specific techniques like account management, upsell and cross-sell. Complementing its focus on recording calls using the Enghouse Interactive solution, CCS Media invested about £240,000 in training over and above its investment in the technology itself. This represented a significant shift in how the team supported the business and ultimately too in the culture of the whole organisation.

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In the battle to drive up sales performance levels, the ability to record calls in real-time is also critically important. The Enghouse Interactive solution was able to deliver this for CCS Media enabling calls to be quickly reviewed by senior management teams.

Further underlining its flexibility, the call recording solution is able to support offline reviews. Sales agents and managers alike can pull data from calls off the system, take it home and listen to it on their laptops as and when required.

Ultimately, for CCS Media, working in a highly competitive marketplace, any solution that drives productivity and enhances operational efficiencies is invaluable. That’s exactly what Enghouse Interactive Call Recording provides. The high-quality real-time recording enables calls to be monitored and reviewed quickly, and significant enhancements to customer service made, with little to no impact on storage capacity or the rest of the company’s telephony systems. It’s further evidence of the transformative effect that call recording can have, not just on sales and managing the customer relationship but more generally on the ongoing success of the business as a whole.

About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive’s integrated suite of solutions includes multi-channel contact centre, self service, operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.



Learn more at www.enghouseinteractive.co.uk