

Retail customer contact solution

Staples UK – the chain of office supplies superstores serving businesses, people who work from home, families and schools – has rapidly grown since its first store opened in 1993. With more than 130 stores nationwide and new stores opening every year, Staples were keen to ensure their customer service remained of the highest quality and could manage every channel of communication from their customers.

Multi-channel contact centre

MPL i contact, from mplsystems, is comprised of a set of contact centre components which combine multi-channel contact handling with CRM and business process management and so was the ideal choice for Staples.

i contact allows Staples to handle all customer contact media in a single prioritised queue and dramatically reduces the agent's call handling time through an integrated desktop.

An integrated approach

mplsystems' approach of creating customer interaction applications within the contact centre allows them to be designed around the agent's requirements whilst focussing on specific customer orientated business processes. For Staples' customer service requirement, the agent desktop application was easily configurable to manage the different channels of communication Staples' customer choose to use as well as integrating with their existing back office order management, CRM and stock systems.

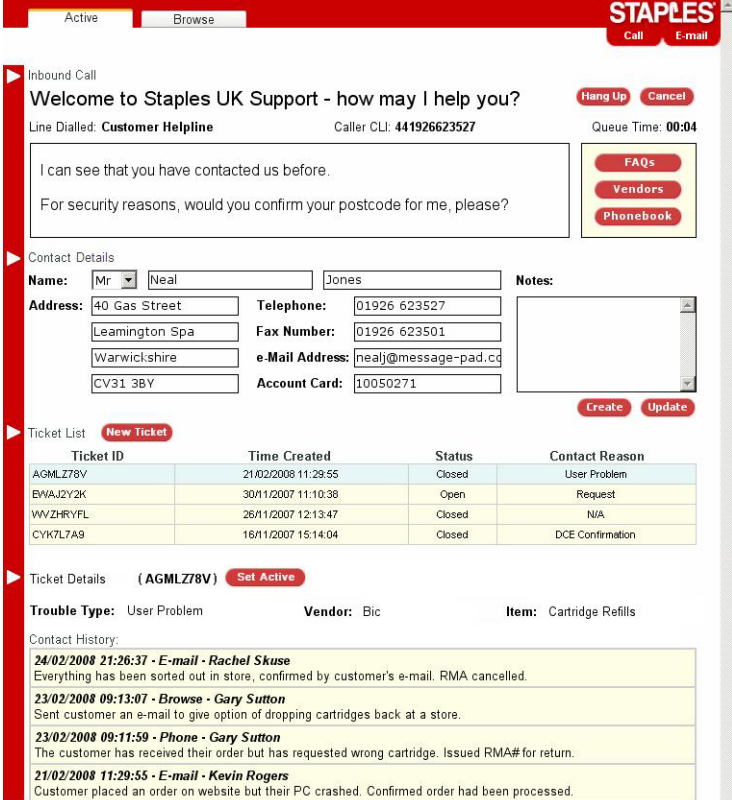
Agent desktop functionality

The desktop draws on all information available within the organisation to manage the customer's enquiry and presents it to the agent in one place; when coupled with the ability to quickly make changes and updates to the contact centre application and processes, this gives Staples far greater flexibility to manage campaigns and, critically, to keep their customers and agents updated in near real-time

As well as this integrated agent desktop, i contact also provides additional contact centre functionality including trouble ticketing, digital call recording, dynamic reports and an integrated ACD.

Business benefits

- ✓ Improved access for customers
- ✓ Simple and productive agent desktop
- ✓ Unrivalled flexibility to serve customers
- ✓ Low cost and fast implementation
- ✓ Ability to overflow calls in high season



The screenshot shows the Staples i contact agent desktop interface. At the top, there are tabs for 'Active' and 'Browse', and a 'STAPLES' logo with 'Call' and 'E-mail' options. The main area displays an 'Inbound Call' with the message: 'Welcome to Staples UK Support - how may I help you?'. Below this, there are fields for 'Line Dialed: Customer Helpline', 'Caller CLI: 441926623527', and 'Queue Time: 00:04'. A text box contains the message: 'I can see that you have contacted us before. For security reasons, would you confirm your postcode for me, please?'. To the right, there are buttons for 'Hang Up', 'Cancel', 'FAQs', 'Vendors', and 'Phonebook'. Below the message box, there are 'Contact Details' fields for Name (Mr Neal Jones), Address (40 Gas Street, Leamington Spa, Warwickshire, CV31 3BY), Telephone (01926 623527), Fax Number (01926 623501), e-Mail Address (neal@message-pad.co.uk), and Account Card (10050271). There are 'Create' and 'Update' buttons. Below the contact details, there is a 'Ticket List' table with columns for Ticket ID, Time Created, Status, and Contact Reason. The table contains four rows of data. Below the ticket list, there are 'Ticket Details' for ticket (AGMLZ78V) with 'Set Active' button. The details show 'Trouble Type: User Problem', 'Vendor: Bic', and 'Item: Cartridge Refills'. At the bottom, there is a 'Contact History' section with three entries: 24/02/2008 21:26:37 - E-mail - Rachel Skuse, 23/02/2008 09:13:07 - Browse - Gary Sutton, and 21/02/2008 11:29:55 - E-mail - Kevin Rogers.



that was easy.®

"We have been impressed with the comprehensive scope and flexibility of the mplsystems' solution. This gives us a platform to deliver improved customer service now and in the future".

Sean Godding, Customer Services Manager, Staples