



World leader in floor coverings improves performance with Avaya™ IP Office

Industry:

Floor coverings

Challenge:

Install a reliable, scalable telephony solution to improve customer service, increase staff productivity and lower costs.

Solution:

Avaya™ IP Office

When Tarkett Sommer, the world's largest seller of vinyl floor coverings, wanted to upgrade telephony in their Australian office, they chose Avaya IP Office. With offices in most states and a call centre handling increasing volumes, Tarkett Sommer wanted to improve customer service and lower costs. Avaya designed a scalable solution that addressed both needs, while allowing for future growth. Tarkett Sommer is already seeing the benefits of their choice.

Upgrading customer service

Before introducing Avaya IP Office, Tarkett Sommer used an outdated PABX which was inadequate for the growing needs of their business. A new approach was needed to reach the level of customer service they required in a competitive market.

With thousands of customers and a substantial share of the Australian market, Tarkett Sommer's main concern was to improve the efficiency of their customer service and telephony system. They wanted a system that allowed more control.

"With our old PABX we couldn't do any research into how many calls we were getting each day, where they were coming from or what numbers were being called," said Abraham Vella, National Stock Control and Customer Service Manager.

"We wanted a system that allowed us to monitor productivity and make our customer service team more efficient. We have six people in our call centre that handle all the orders, stock checks and transport issues. They now handle 95% of our incoming calls."





“We looked at six or seven different systems, and Avaya IP Office was the one that suited our requirements, based on performance and price.”

- Abraham Vella, Customer Service Manager, Tarkett Sommer.

Better for management

More efficient management of calls is provided by PhoneManager, a PC desktop application included with Avaya™ IP Office. PhoneManager displays information on each agent's computer regarding current active calls, such as time, number dialed and calling line identity.

“IP Office gave us that control and the tools to monitor the number of calls we were getting. This enables us to determine whether we have enough staff employed to cover the volume of incoming calls,” said Abraham Vella.

A natural choice for a growing business

Avaya IP Office is an all-in-one solution especially designed to meet the communications challenges of the small and medium office. The flexibility of IP Office for converged voice and data, its networking capability and customer relationship management tools, made it a natural choice for Tarkett Sommer.

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“With business growth pegged at 3-5% per annum, IP Office was a natural choice. The system is able to support 180 extensions and with built-in LAN and an integrated fire wall, security is not an issue.”

Business benefits

for Tarkett Sommer

Improved business performance

“Our business performance has improved because now we can monitor call volumes. If we have customers waiting to get through, we are aware of that and can take immediate action to deal with their calls,” said Abraham Vella.

Increased productivity through call routing

The IP Office auto attendant function, and ability to route calls through to the right person, saves time and increases productivity.

“Our receptionist's telephone answering responsibilities have reduced from answering 95% of the calls to only 5%. With the auto attendant facility, the majority of customers can go directly to the department that they need. We have been able to improve productivity as a result and now we can utilise our receptionist in a lot of other areas.”



Abraham Vella, National Stock Control and Customer Service Manager, Tarkett Sommer

“Our customer service staff actually like the reporting feature with IP Office. They can monitor their own activity, so they know how they are going on a day to day basis.

- Abraham Vella, Tarkett Sommer.

Cost savings from minimising lost calls

With orders for industrial projects at over \$1 million in sales, Tarkett Sommer cannot afford lost calls. Avaya's IP Office call reporting function enables Abraham Vella to analyse incoming calling patterns. He can determine peak calling periods, call lengths, hold time and call abandons. Now Tarkett Sommer is able to adjust staffing for busy times.

Improved customer relationship management

IP Office includes a screen pop facility on each personal computer, which displays customer and sales agent details and contact history. Each agent now has the means to deliver smoother and more efficient customer service.

“We have at least 35-40 different numbers coming through, from 1800 numbers through to the sales representatives. The screen pop facility provides valuable information for agents to provide better service to customers,” said Abraham Vella.

Call reporting enhances productivity

IP Office's reporting features help improve company productivity. “I now know how many calls have been answered and by who, how many orders are being processed, and where we need to improve our performance,” said Abraham Vella.

Improved staff motivation

The Customer Service team is more motivated, as now everyone can see their results, and will be rewarded accordingly. The company is about to introduce a customer service person of the month award as a result of the improvements. “Our customer service staff actually like the reporting feature with IP Office. They can monitor their own activity, so they know how they are going on a day to day basis,” said Abraham Vella.

Saving costs on long distance calls

The automatic route selection capabilities included with IP Office choose the least expensive route at the time the call is placed. As Tarkett Sommer makes lots of calls to their interstate and international offices, this can present substantial cost savings.

“IP Office was initially installed in the head office in Sydney. We intend to install IP Office in our state offices, and we’ll look at routing the voice over IP lines for even more savings.”

- Abraham Vella, Tarkett Sommer.



Cost benefits of voice and data convergence

Tarkett Sommer plans to roll out Avaya IP Office to its other sites around Australia. “We want our whole system operating as one, with remote areas reaping the cost benefits as well. IP telephony will certainly help us achieve that,” said Abraham Vella. “IP Office was initially installed in the head office in Sydney. We intend to install IP Office in our state offices, and we’ll look at routing the voice over IP lines for even more savings.”



Ninety five percent of calls at Tarkett Sommer are now handled by customer service representatives.

About Tarkett Sommer

Tarkett Sommer is one of the world’s largest and most innovative flooring companies. They specialise in vinyl flooring, as well as hardwoods and textiles, for both commercial and residential customers.

Tarkett Sommer employs an Australia-wide sales force and has thousands of clients. They import floor coverings from the Europe factory and sell to both retail and commercial contractors. Tarkett Sommer’s floor coverings are used in households, commercial properties, RSL clubs, hospitals, and nursing homes.

Founded in Sweden, they have over 100 years’ experience in the design and manufacture of flooring products. Their head office is now in Paris.

Tarkett Sommer has a presence in 50 countries. Employing around 7,400 people globally, they produce more than 300 million square metres of floor and wall coverings a year. Their Australian office employs 52 people. Tarkett Sommer’s sales worldwide topped 1,437 million Euro in 2002.

<p>About Avaya</p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>	<p>reach AVAYA a higher plane of communication</p>
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- IP Telephony
- Contact Centers
- Unified Communication
- Services

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