



MoneyShop Cashes in on New Technology...

In a bid to improve customer service levels, enhance staff productivity and manage growth, Auckland based retail finance store, MoneyShop, has invested in Avaya's telephony solution for the SME market – IP Office. Warren Cardno, Managing Director at MoneyShop says with a fully converged voice and data IP network, the new system is an excellent example of VoIP technology providing not only cost savings, but also significant productivity gains.

The Customer

MoneyShop was established in 1993 to provide New Zealanders with quick access to finance and has grown quickly to include seven branches in and around Auckland. Employing over 60 people, MoneyShop has branches in Auckland central, Manukau City, Albany, Takanini, Avondale, Otahuhu and Henderson and has plans to expand throughout New Zealand.

The Challenges

As demand for MoneyShop services grew, the need for a top quality and networked telecommunications solution became vital.

"With different systems at each branch and no networking or integration facilities, I knew we were operating inefficiently. We were also facing rising Telecom line costs as new branches came online,

because separate lines were required at each new site. This was further compounded with additional maintenance support costs for each new location. The old system could not handle the increase in calls coming into the business and we were starting to lose potential income," said Warren Cardno, Managing Director, MoneyShop.

"In addition, because our staff regularly move from branch to branch, customers would phone in and ask to speak with the person they had dealt with previously, only to find that person was now at another branch – we had no way of quickly identifying where that person was located on any given day and in some cases, could take up to 4 individual calls to locate the correct staff member.

"We quickly identified our deficiencies and realised we needed a system that would allow staff to work from

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any branch yet still have the same extension and direct dial numbers, personal voicemail greetings and ideally, the same phones across all sites for ease of use. We also wanted reliable management reporting so we could keep track of call volumes and trends across the five branches.

"I had spent the past five years looking at different solutions and was conscious that many technologies I had originally looked at, had now been surpassed by something better. I knew that if I was going to invest in anything, it needed to be a technology from a reliable supplier, one that would allow us to take advantage of the new emerging IP applications.

The Solution

Warren Cardno first heard about Avaya's IP Office from a colleague and was so excited he contacted Peter Naylor, one of Agile's business partners selling the product, and organised to see a demonstration of it the same day. No sooner had he seen the product, the deal was made and start dates were determined.

The first step was to install the new system at head office in Otahuhu, running a mix of existing analog phones and new key phones as well as IP handsets at the Quay St branch office. As the network infrastructure was rolled out, other branches were progressively bought on line running Avaya 4606 IP phones.

All incoming calls to Moneyshop are now routed from head office. Based on the incoming callers' telephone number (CLI), IP Office automatically routes the calls to the branch that is closest to where they are calling.

"The hot desking application was a key factor in selecting IP Office and allows sales staff to go to any Moneyshop branch phone, log on via a password and have their personal voicemail greeting, speed dials and DDI calls assigned to that particular phone. Using the Phone Manager Pro CTI application, users with PCs have complete phone control via the PC desktop application and when combined with a headset, eliminate the need to use the telephone.

"The power to control your own phone system is absolutely fabulous. Setting up a new phone number or use on the system is easy and we have been able



to set up entire new phone systems in the new branches ourselves. We have seen enormous cost savings with IP Office and since we started using the call centre application, our sales have increased.

The Call Centre...

Michael Gardner, Marketing Manager at MoneyShop says the company recently underwent a period of consolidation where the focus was on ensuring all systems were well established and running

smoothly. But, he says, MoneyShop is now in another strong growth phase.

"Demand for our services has really intensified over the past few months and consequently highlighted the need to manage our call flows better. We had been getting reports from the software, which indicated a call abandonment rate of up to 15 per cent. We were delighted to realise that we already had the technology to improve these statistics – the IP Office call centre solution, which until now, we had not realised we required.

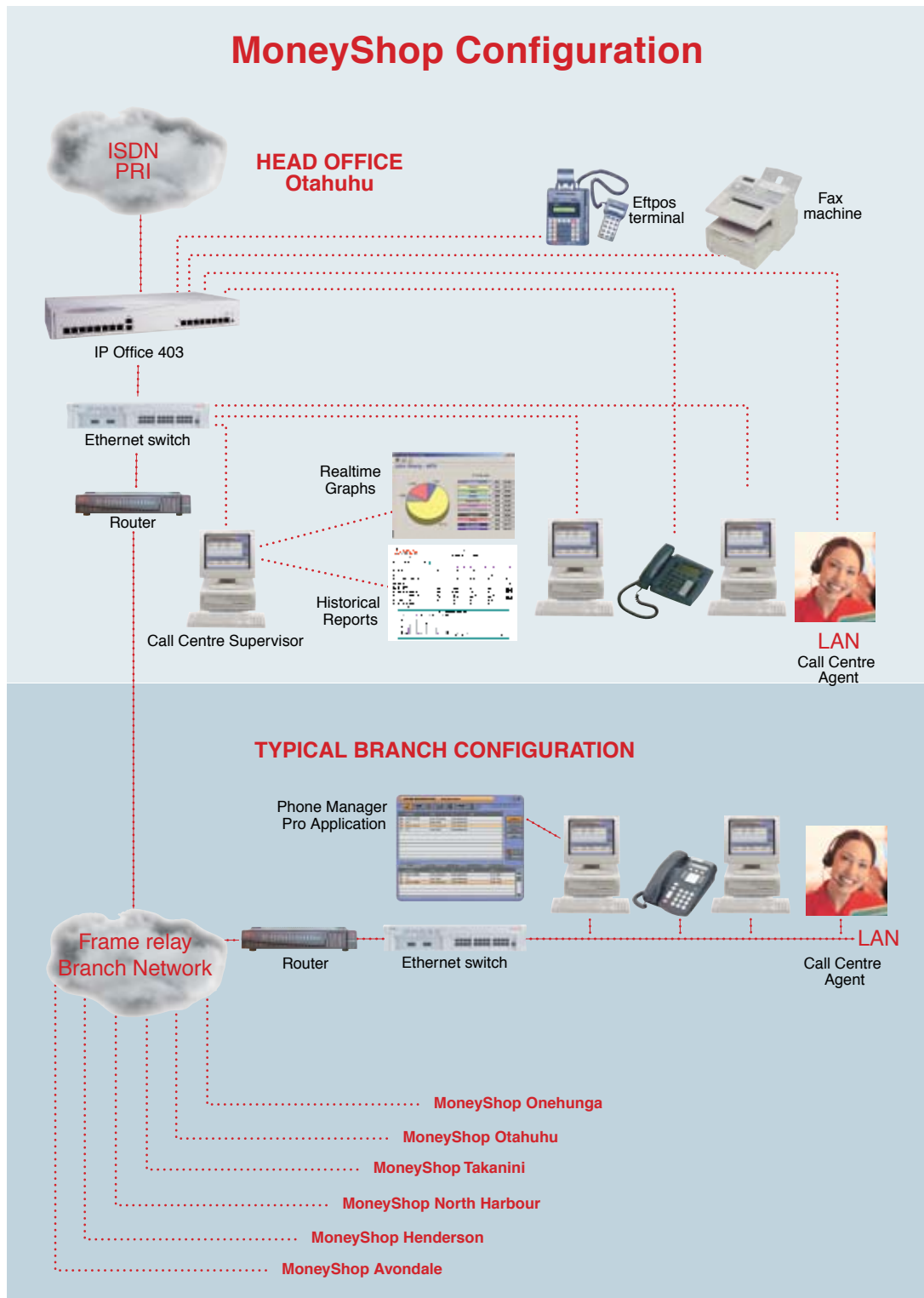
"The changes were noticeable in a week. The call abandonment rate came down to less than one per cent and our sales have improved by ten per cent. It really wasn't hard to work out why. The call centre has steadily grown to cope with increasing demand and we expect it to continue," Mr Gardner said.

"IP Office is now installed and operational at all Moneyshop branches," said Peter Naylor, "The great thing about this product is that it allows you to combine traditional or existing telephony structures with the advantage of CTI applications.

"A lot of vendors will tell you that you have to go to IP right from the start. The implementation at the MoneyShop proves that this is not the case. We tailored the solution to what our customer needed. For example, at MoneyShop's head office we implemented an IP Office phone system using existing analog and new digital telephones but used IP sets at all the branches," he added.

Avaya's IP Office is a converged product designed built and priced for small and midsize businesses and combines telephony and data infrastructure into one package.

MoneyShop Configuration



This diagram shows how the MoneyShop have deployed IP technology to provide both voice and data communications as well as a distributed Contact Centre across multiple branch offices.

"The major benefit of Avaya IP Office is the added efficiency and cost savings," said Mr Cardno. "With our planned expansion into other areas of the country, we are confident that we will be able to run our voice and data requirements over the same Avaya IP Office infrastructure. We are already saving a tremendous amount on telecommunications costs and estimate that we'll recover our capital expenditure in about 24 months."

In their solution, MoneyShop has included:

- Evolutionary approach to convergence – a mix of TDM and IP technology
- VoIP (Voice over IP) telephony – IP phones at all branch sites
- Converged voice and data networking across multiple sites
- Call forwarding, conference calling, voice messaging
- CLI based call routing
- Hot desking
- High speed Internet access
- Remote access for those working away from the office
- CTI applications – running your phone from the desktop
- End user administration of phone system
- Call Centre application

The Benefits

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"With IP Office, a single infrastructure caters for everything. Staff can work at any branch and login to any IP phone. That phone is assigned to their personal profile until they log off or log on at a new location.

"Calls are now being directed to the right place, first time and operations are more efficient. The call centre application has ensured we pick up 99 per cent of calls regardless of where or how the calls come in. The solution also provides our agents with the information and monitoring tools to enable us to monitor our call flow (which is now up to 2500 calls per day) and make changes as necessary," he added.

"With IP Office we also have the capability of carrying out our own maintenance via the GUI administration application, savings us additional time and money.

"Finally, we are impressed with the team from Orb. They have been highly responsive to our needs. On the odd occasion where we have encountered technical issues, both parties have been extremely prompt and have fixed the problem with minimal disruption." Mr Cardno concluded.