



Case Study

Eurotunnel deploy NICE Perform[®] for compliance, business continuity and treating customers fairly

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Ian Harrison,
Contact Centre Manager,
Eurotunnel



Eurotunnel is the company responsible for running the 35 minute passenger shuttle service through the Channel Tunnel between Folkestone and Calais. The Eurotunnel Contact Centre, based in Folkestone, operates on a pan-European basis dealing with enquiries, taking reservations and providing telephone and web support to countries including the UK, France, Belgium, Holland, Germany and the Republic of Ireland.

Multi-skilled, multi-lingual agents each handle up to 100 calls per day and are expected to achieve 90% customer availability time during the working day. Customer enquiries can be quite complex ranging from booking enquiries and the PETS travel scheme to travelling on the continent.

Against this backdrop new legislation was introduced on January 1st 2009 stating that any companies selling connected travel insurance would be subject to Financial Services Authority (FSA) compliance. As part of the Eurotunnel offering the company provides motor breakdown and personal travel insurance cover and needed a call recording and quality monitoring solution which would deliver compliance by ensuring that 100% of calls were recorded.

Business Systems have been working with Eurotunnel for over 10 years and as testimony to the relationship and proven ability to deliver during that time were chosen yet again to provide a solution designed to meet the needs of the organisation. The key requirements included the ability to record all inbound and outbound calls as part of a total recording solution, the ability to seamlessly upgrade from one solution to the next with minimum impact to the business and the need to quickly and easily retrieve calls to facilitate customer query resolution.





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Following a consultative approach, Business Systems quickly identified that the NICE Perform® solution which provides total recording combined with a fully integrated quality monitoring and screen capture application would provide an excellent fit for Eurotunnel's business requirements. With web based access from any PC and simple, intuitive yet feature-rich end user functionality, the system is already proving its worth.

According to Eurotunnel's Contact Centre Manager, Ian Harrison "The usability of the system is very good and the total call recording capability has helped us enormously in terms of customer query resolution."

The system is also helping the business with their call handling standards. NICE Perform® is used to score agents in the areas of 'process' and 'impression'. Agents go through each call using open questions to identify customer requirements and subsequently the booking process. Once a month each agent has a coaching session with a mentor, during which calls are randomly selected and scored in line with the call handling standard. Areas for improvement are identified and objectives set to be met during the following month's metrics session.

From a management perspective the new system has been invaluable, Ian Harrison commented "The reporting capabilities of the

system are excellent. The business portal provides you with all the information you need as soon as you login with the dashboard ensuring at a glance that the quality of the calls are where we need them to be. It also provides peace of mind by showing that we are complying with the FSA principles regarding the selling of insurance and the treating customers fairly initiative."

The flexibility of the NICE Perform® system has also assisted the organisation in the set up of a disaster recovery solution by enabling a VoIP recorder to be added onto the main system to record the IP phones in their Calais office during a major incident which occurred last year. Going forward they will incorporate the VoIP phones and recorder as part of their disaster recovery plan with a recorder set up in Folkestone in a different building to the Contact Centre and another set up in Calais so if they need to operate from France they have the ability to do this whilst still being fully compliant.

The nature of the solution provided means that additional elements can be bolted on as required and with the emergence of speech analytics as a growing trend within contact centres, Eurotunnel will be keeping a close watch on what this application may be able to provide for the organisation in the future.

About Business Systems UK Ltd

Business Systems is the UK's largest independent provider of market leading call, screen and VoIP recording solutions. The company offers unbiased advice on the 'best fit' solution from industry leading manufacturers accompanied by fully project managed implementation, consultancy and maintenance services.

Professional services include assistance in implementing quality monitoring and advanced analytics programmes or enhancing existing ones whilst setting up measurable objectives to ensure a speedy return on investment.

Business Systems, services and maintains tens of thousands of channels in the largest call recording installations across call centres throughout the UK and in over 40% of London's Financial District.

All professional services are offered directly from in-house service personnel certified by various partners including NICE systems. Business Systems is also ISO 9002 accredited ensuring all services delivered are of the highest quality.

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