

# FURNISHING COOKES FURNITURE WITH THE FLEXIBILITY TO ENHANCE CUSTOMER EXPERIENCE



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DAVID RICHARDSON, INTERCITY TECHNOLOGY

## THE SOLUTION

Through a new fixed line unified communications system, Intercity have enhanced the productivity of Cookes Furniture, a medium to high end provider of all types of furniture with over 70 employees, two retail stores in Birmingham and Dorset, as well as a self-storage site in Minworth and a large warehouse and distribution centre.

For Cookes Furniture, productivity equates to excellent customer service through having effective systems in place that ensure all aspects of customer interaction, supplier liaison, sales and deliveries are as fluid and efficient as possible. By supplying both mobile telephony and a truly unified phone system, Intercity have helped deliver these benefits to the company.

Originally, the company needed to replace an obsolete telephone system with a modern alternative. The previous system didn't enable call reporting, so employees would often have no record of who had called a specific customer. Intercity provided Cookes Furniture with an on-premise IP-based unified communications system that delivered enhancements to call handling and management, thereby providing a better experience for customers calling the company.

The replacement of the old telephone system led to immediate benefits, in terms of cost and flexibility. Previously, the support function for the old system had been both slow and costly, with handsets taking days or even weeks to replace. In contrast, Intercity's support team have proven to be easy to access, efficient and extremely quick at resolving any issues. By converting the ISDN interface to SIP with the new system, line rental rates and call spend have also reduced.

Chris Draper, Digital Executive Manager at Cookes Furniture explains, *“We can easily contact our Account Manager at Intercity, at any time and the support team are friendly, knowledgeable and quick*

*to resolve problems; making life easier for us. Our line rental has also reduced by half, resulting in very impressive cost savings.”*

Intercity's Account Manager, David Richardson, explains how an ideal solution was developed. He says, *“We interacted with different heads of departments to understand key challenges and the fundamentals of operational requirements. Through this process, we were able to design a bespoke solution that optimised the performance of the phone system within each department. This created a more effective method of communicating both internally and externally.”*

Excellent and on-going user training has enabled phone users to become comfortable with the new unified communications solution from the beginning, whilst enabling them to ask questions throughout the installation process.

Technology has opened new possibilities to enhance the role of communications for Cookes Furniture, enabling efficient call distribution plans that ensure calls are handled quickly and professionally. Music on Hold and Promotional Announcements have been introduced, which highlight company information to encourage sales and engagement. Ultimately, the enhancements further enrich the customer experience.

Cookes Furniture had already built a relationship with Intercity through their enterprise mobility plan. Intercity supplied trial handsets, enabling the company to upgrade its devices. Connectivity was also tested, in terms of network provider, to ensure the best coverage for key employees.

This experience, in combination with the excellent customer service and account management provided by Intercity convinced Cookes Furniture that Intercity were the ideal partner for a

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CHRIS DRAPER, DIGITAL EXECUTIVE MANAGER

new company-wide phone system. Account management includes beneficial monthly service reviews to ensure the account runs smoothly, where cost saving ideas and alternative solutions are explored. Having established a strong relationship, the two companies have also participated in joint events such as a recent ‘Customer Service Week’.

Reflecting on his relationship with Intercity, Chris Draper concludes, *“Intercity are a friendly and knowledgeable communications technology partner. No task is too big for them and I trust them to meet the requirements of any communications projects moving forwards.”*

▶ Enriched customer experience

▶ Excellent and ongoing user training

▶ Reduced line rental rates and call spend

▶ Enhanced call handling and management

▶ Quick and easily accessible support team

KEY  
SUCCESSSES

## ABOUT INTERCITY TECHNOLOGY

Intercity Technology help you transform business performance through communications technology. By connecting and securing your communications technology to work seamlessly together, we help you communicate more effectively, making it as easy for your team to

work from your office, as it is from home or attending a conference on the other side of the world. Supported by resilient technology and utilising our expertise of enterprise mobility solutions, we can create competitive advantage for your business.

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