

**Products and Services**

- Aspect® Unified IP® 7
- Microsoft Lync 2010

**Expected Results**

- Customer experiences improved
- Customer relationships strengthened
- More satisfied and productive workforce

# Golfbreaks.com

Company implements full multi-media contact center infrastructure as more people tee off each year

**Results**

- **Extended opening hours by more than 30%**
- **Reduced internal transfers by 50%**
- **Gained the capacity for further growth and process improvements**
- **Improved call delivery accuracy for parallel structure**
- **Increased management information**
- **Enabled hot-desking and further flexibility**
- **Enhanced customer communications**

**The Company**

Golfbreaks.com was formed in 1998 by Chief Executive Andrew Stanley who had a vision to make booking golfing holidays as simple as possible. As the largest golf travel company in Europe, Golfbreaks.com sends fairway fanatics to courses across the UK, Europe and other locations worldwide.

**The Challenges**

Golfbreaks.com has experienced 13 consecutive years of rapid growth since its inception. By 2011, the number of bookings had increased more than tenfold in six years, surging from less than 20,000 a year to 200,000 across all channels. As a result, Golfbreaks.com identified the need to transform the booking process and improve the service it delivered to customers as demand shot up, but without further increasing personnel resources.

The specialist tour operator's existing communications infrastructure was unable to fully support its long-term business goals and provide enough flexibility to develop the way it interacts with its customers. Golfbreaks.com was also facing agent training challenges. Call recording was not available, meaning management could not easily ensure that agents were correctly handling calls. And with the team doubling in just five years, there was a distinct requirement for technology that would assist in better training and coaching to ensure high standards were consistently met.

"Our previous system, which was eight years old and very much showing its age, did not support computer-telephony integration, which was a huge limitation to the business," said Sam Churchill, IT Infrastructure & Services Manager, Golfbreaks.com. "Our reporting systems were too basic for our changing needs and time was being wasted for both our agents and customers through insufficient systems and lack of integration."

"Our incumbent system had become very clunky and unreliable, and our objectives to accommodate additional channels such as conference calling and social media integration could not be met."

With the addition of a second office site, Golfbreaks.com identified the need to upgrade and expand its customer contact capabilities. Due to the nature of the business, which requires staff at various offices and golfing resorts, it also battles with an increasingly dispersed workforce. Golfbreaks.com was hiring staff nearer to resorts and therefore needed to accommodate remote workers.

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**-Sam Churchill**  
IT Infrastructure & Services Manager  
Golfbreaks.com

It was also important to enable homeworking for sales and customer service agents so that unexpected events, for example, weather conditions that prevented staff from getting to the office, would not disrupt customer service.

### The Solution

In order to integrate its bespoke, in-house customer relationship management (CRM) system, web chat, voice calls (via Microsoft Lync) and email into one streamlined system, Golfbreaks.com selected Aspect - in collaboration with its partner, Dell - to implement the customer interaction platform, Aspect® Unified IP® 7, and workforce optimization capabilities for its 65 agents at the Windsor-based contact center.

Aspect Unified IP 7 is based on a unified, multichannel architecture that combines voice, email, web chat, IM and SMS communication channels, and provides Golfbreaks.com with a next-generation customer contact solution for customer service, sales and telemarketing processes.

Working with Dell's project team on-site, Aspect has integrated its multi-media applications into Microsoft Lync and Golfbreaks.com's bespoke CRM solution, underpinned by Golfbreaks.com's virtualized IT infrastructure.

When looking at upgrading the system, Golfbreaks.com was interested in Microsoft Lync, knowing that this would provide it with a strong internal network, plus presence and instant messaging capabilities. Golfbreaks.com selected IG Group to advise on sourcing the best supplier for its needs, and Aspect clearly stood out as the best option over the two other solution offerings, based on its native integration with Microsoft, advanced multi-media capability and superior routing and reporting functionality. Churchill commented: "The IG Group was key in helping us choose the right provider for our needs – their team interviewed key stakeholders within the business and after analyzing exactly what it was that we needed, they put forward options from Aspect, Avaya and Cisco, and in the end recommended Aspect."

Golfbreaks.com's project team, including members of senior management, was taken on site visits by each of the recommended providers and saw the success a similar company was experiencing with Aspect's technologies implemented.

The turnaround needed to be quick for Golfbreaks.com, as a new system could only be implemented in the quieter November/

December period, allowing just four months to build a strong solution and integrate it.

Churchill added: "After visiting one of Aspect's customers, we were confident that it could deliver a solution that would enable us to meet our requirements for a multi-media management function with improved reporting capabilities. We have been able to set up workflows for call handling, providing a great visual tool for management and agents. It is fantastic to be able to show our sales managers a graphical and analytical overview which they can easily take, and learn from, thereby improving processes."

The last piece of the puzzle was to integrate Aspect Unified IP 7 into their CRM system in June 2012. Churchill commented: "We had to be sure that everything was sturdy and reliable before integrating this final piece, and as the new systems have proved themselves, we are implementing our CRM system's custom-built Unified IP plug-in. Once this is in place, we'll really be able to see the benefits of Aspect's Unified IP 7 and Microsoft Lync."

### The Results

Since implementation, Golfbreaks.com has seen an improvement in workforce performance. Contact center agents now use 'click-to-dial,' enabled by Microsoft Lync, which allows users to make outbound calls at the click of a button on their computer screen. This is a brand new feature, which has improved productivity hugely by cutting wasted agent time, as users no longer need to manually look up and dial phone numbers.

Agents can better serve customers, too, through skills-based routing that enables the customers to be put through to the correct agent in the first instance – improving first call resolution rates and reducing the number of internal transfers by 50 per cent. Agents' time is now spent concentrating on the customer interaction at hand.

Churchill commented: "What is perhaps unusual for a contact center, we don't set time targets for our agents and don't encourage them to keep time on the phone with customers to a minimum. We want that time on the phone with our customers to further build relationships and understand their needs better.

"We expect to see significant additional benefits following CRM integration. Some agents have tested prototypes, with positive feedback, so we are looking forward to completing this stage."

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#### About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit [www.aspect.com](http://www.aspect.com).

