

# CLAXSON GROUP CASE STUDY

## Comtec melts away potential business disruption to critical Claxson Group operations

The Claxson Group is a set of businesses designed to support organisations with marketing expertise, business infrastructures and a range of business support services. Its clients rely upon the Claxson Group reputation for being available when they need help the most.

One of the Claxson Group's longest standing clients is a major UK national newspaper group. When its reader subscription promotions and renewals require project management, distribution and telephone follow-up support, the Claxson Group provide all of these services from its direct mail subsidiary and a dedicated 20-agent contact centre based in the South East of England.



However when freak snowstorms hit the country in January, the timing could not have been more unfortunate for Claxson Group's client. "A huge mail shot to tens of thousands of recipients had been sequenced over the first week of the year, and it was precisely the most important time to staff the contact centre to handle our maximum capacity of incoming and outgoing calls," commented Oliver Claxson, operations director. "Coming right after the Christmas holidays, we were also expecting a strong delayed response from those who'd received the promotion over the last month. These circumstances were the 'perfect storm' for a really busy period."

Little did they know, but another perfect storm was headed their way. One morning, over a foot of snow all but stranded 18 of the agents in their homes, and made it extremely difficult for the remaining two to even gain access to the contact centre offices.

"We could not believe our luck. By 8:15am, it was clear we faced a massive disruption issue so we called Comtec and they walked us through our contingency plan."

With its contact centre infrastructure running on an Avaya IP PBX infrastructure, Comtec had already sowed the seeds of a flexible telephony solution ready for such a problem. "We just had to act fast, first by enabling enough special mobile licenses to extend the feature-rich functionality embedded in the contact centre so that it worked on each agent's mobile phone," explained Courtney Mills, Avaya Product Manager at Comtec. "We then extended the onboard Customer Call Reporter module so that it maintained Claxson Group's managerial control over agent performance and the levels of calls answered and assigned. The system even collected and reported details on the phone bills accrued by each mobile phone so that these could be settled with the client later on."

"As far as our client was concerned - in fact as far as we were concerned too - it was business as usual," added Claxson. "And it inspired enormous confidence from everybody that our business operations didn't freeze up just because of the cold."