



AKIXI HELPS MAIL ORDER COMPANY INCREASE SALES BY 9.8%

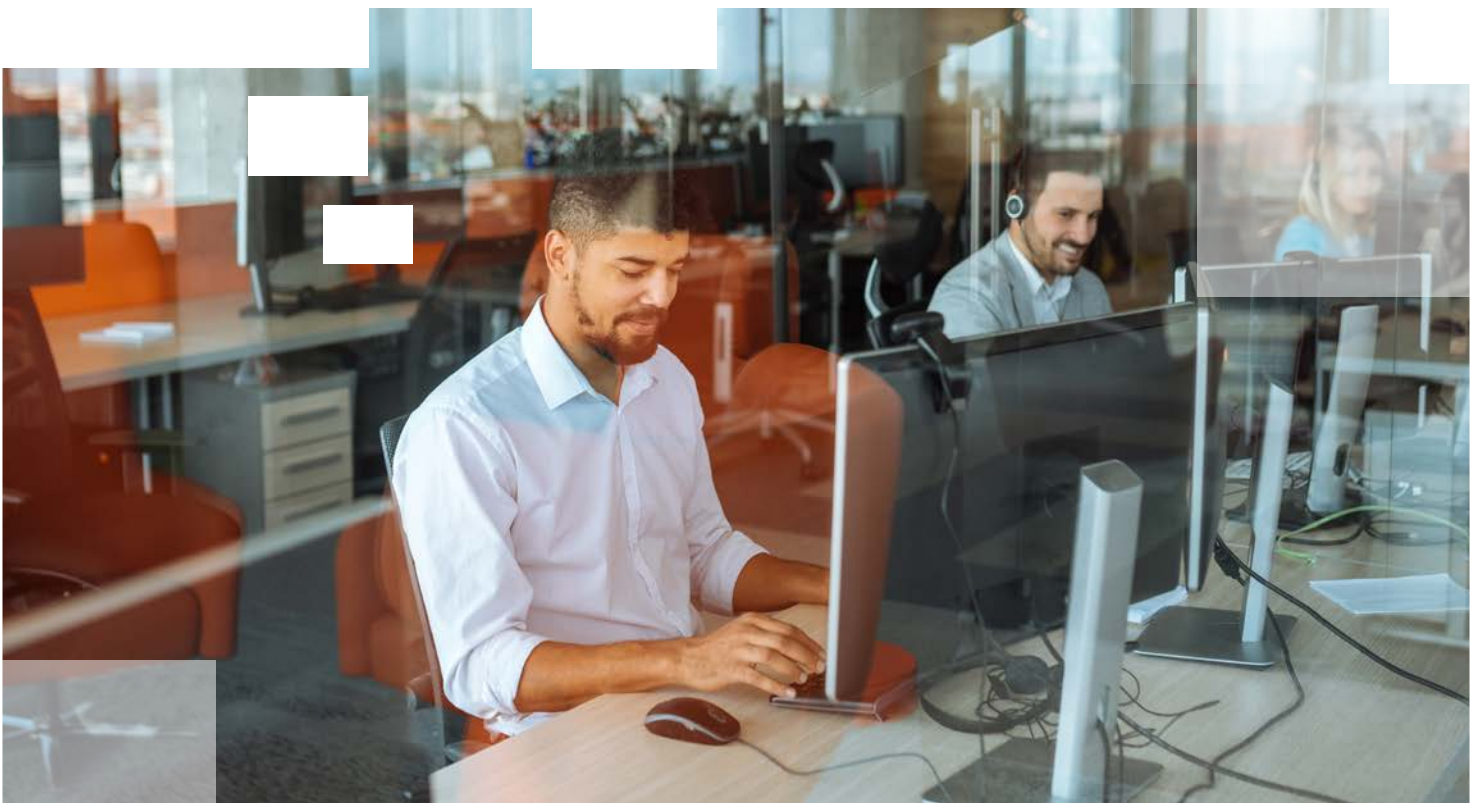
Kingstown Associates is a leading UK mail order company established in 2001 and based in East Yorkshire. The company owns a number of lifestyle brands and has an annual turnover of approximately £22 million with an average order value of £35.

The challenge

Kingstown Associates originally used an old and outdated Avaya system and they needed a more reliable and up-to-date system. Paul Chambers, Operations Director at Kingstown Associates, explains:

"We went to Kingston Communications and they supplied us with a Panasonic system with CommsSoft call software, but the system was very unreliable and not fit for our purpose. Also, we wanted software that was more robust, would stand the test of time and help us grow."

Kingstown Associates contacted their Service Provider, Intouch Advance, which supplies a broad range of communications solutions to business customers including fixed landlines, mobile, voice and converged data. Intouch Advance is also a reseller of Akixi and recommended Akixi's services to Kingstown Associates.



The results

Kingstown Associates started using Akixi services in early 2016 and the company has become one of Akixi's large end user sites, reaping the benefits of using Akixi since it was deployed.

The call answer rate has increased by an impressive 5% which, in turn, has increased their service level exponentially. Paul Chambers says:

"Last month we answered 98% of calls, so we saw a massive uplift, since we used to answer 93%. I would say the mass majority of this is due to Akixi, in particular the wallboard."

"The visibility of the wallboard is fantastic and we can drill down into it for different queues and see what agents are doing as well – so it just helps us massively."

Besides the wallboard, the company is also making use of several reports available on Akixi. A favourite report is the 'Active Call List' which generates a list of the active calls on the telephone system allowing Kingstown Associates to see all current call activity. This allows them to take any necessary action when there are a high number of calls, as Paul continues:

"The 'Active Call List' is very helpful; I leave it running on my desktop and can see how busy we are, then we can put extra operators on the calls if necessary."

Akixi has also helped the company increase its overall revenue and sales numbers. Paul explains:

"It has helped us increase revenue because we are answering more calls and our abandoned call rate has dropped. Also we are up by 9.8% on our sales. We have not changed the way we run our business but since using Akixi the pickup and service level has gone through the roof, it is the best it has been for over a year."

"I chose Akixi because the wallboards are so important, I have worked in call centres for the past 27 years and it is fundamental that you have something like Akixi to help you and your team work efficiently."

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Paul Chambers, Operations Director – Kingstown Associates



Get in touch

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