



# Putting Customer Service First

## Challenge

Replacement phone system to continue high customer service standards

## Solution

IP Office solution

## Value Created

- Customer service benefits from day one
- Phone system will continue to deliver benefits as the company expands

With customer service uppermost in their corporate philosophy, UK promotional materials company The Pen Warehouse needed a feature-rich phone system that would help them deliver great customer service with minimum technical overheads.

## Customer Service Paramount

The Pen Warehouse is one of Europe's leading promotional pen suppliers, achieving this position through unrivalled levels of service for its customers. So when the company's success led to expansion beyond the capabilities of its old phone system, sourcing the ideal replacement to continue such high customer service standards was essential.

The Pen Warehouse needed a phone system that delivered customer service benefits from day one – and will continue to deliver benefits as the company expands. In a highly competitive market, customer service is one of the ways in which The Pen Warehouse succeeds in setting itself apart from the competition.

*“We could not be more pleased with the Avaya IP Office solution implemented for us by Telefonix. IP Office makes it easy for us to do what we do best - give superb customer service – and we have no hesitancy in recommending both Avaya and Telefonix as essential technology partners critical to our ongoing business success story”.*

“By redesigning our account handling departments into four separate call groups, we immediately noticed a difference in the customer service that we were able to give to our clients. Since then we have gone from strength to strength, expanding our customer teams as much as 70% in one year, and with Telefonix maintaining the system for us, the system is completely hassle free.”

Neil Cleere,

MD of The Pen Warehouse

## Investing In Avaya IP Office

To ensure a high level of customer service The Pen Warehouse invests in its people, with training programmes in place for customer service and its own company-specific technologies. To match the investment in staff, The Pen Warehouse invests in best of breed technology, and Avaya's IP Office platform was a clear favourite both for its feature set and its scalability.

After comparing features from various manufacturers, Avaya IP Office came in as the clear favourite and the company was smoothly transitioned over to the IP Office platform.

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## Technology Making Money

The Pen Warehouse take full business advantage of the functionality that Avaya IP Office provides: the system routes all incoming customer calls to their own designated account handler automatically, and at the same time the account handler is presented with full details of the customer's contacts via their contact centre. For new customers or customers held in a queue, the system imparts marketing information, which can be changed very easily to reflect updated offers, and by adding full call recording onto their system, customer calls are always recorded, so confirming the price of a verbally given quote has become something that is easily checked and never gets misplaced.

*"We quickly realised that the Avaya IP Office system allowed us to make technology our servant, rather than our master, and by customising the system to suit our business, technology makes us money, rather than costing the earth."*

## Technologies Implemented

- Avaya IP Office Solution
- Call Recording
- VoiceMail Pro
- On-Hold Messaging

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

## APPLICATIONS

- NMS Adaptive Call recording

## SYSTEMS

- Avaya IP Office Phone system

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*Neil Cleere,*

*MD of The Pen Warehouse*

## ABOUT THE PEN WAREHOUSE

The Pen Warehouse was founded by Neil Cleere, and is one of the Europe's leading promotional pen suppliers. The company prides itself on customer service, turnaround times and value for money that cannot be beaten in the industry.

## ABOUT TELEFONIX

Telefonix is a Gold member of Avaya's BusinessPartner program and specialises in working with fast-growing companies such as The Pen Warehouse to recommend, implement and maintain IT and telephony solutions.

## ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [avaya.co.uk](http://avaya.co.uk).