

# C&W WORLDWIDE HELPS KEEP BRITAIN MOVING WHATEVER THE WEATHER

“ We use the STORM® service to route millions of calls to contact centres around the world, giving us the ability to improve our customer service hour by hour. ”

ALASTAIR PAGE, OPERATIONS MANAGER, NATIONAL RAIL ENQUIRIES

## WHAT WE HELPED NATIONAL RAIL ENQUIRIES ACHIEVE

National Rail Enquiries (NRE) is the definitive source of information for all passenger services on the national rail network in England, Wales and Scotland. It handles on average 1.3 million journey enquiries every day, through its contact centres and self-service channels.

The NRE website provides rail passengers with journey planning, timetables, fares and other rail-related information, and is classified by the Government as a super-site.

Some of the key benefits we brought to National Rail Enquiries:

- **Automated updates for customers via a new disruption hotline**
- **Vast call handling capability and a simple IVR menu to route calls and minimise call queuing times**
- **Managers can assess Contact Centre Performance via the STORM® web portal**
- **Flexible call routing that can be changed in minutes during peak periods.**

## THE CHALLENGES WE HAD TO OVERCOME

Travel disruption caused by the winter snows of 2009/2010 saw the NRE contact centre experience exceptional demand. Keeping customers informed was the most critical test of the organisation's capabilities. Demand for NRE's services is consistently high and growing, as more and more people use the rail network for their routine travel. Mobility and accessibility are critical issues for NRE, with passengers expecting to access its services via channels such as phones, web, PDA and smartphone devices, as well as the traditional contact centre channel.

## HOW WE HELPED

Using Cable&Wireless Worldwide's vast experience of delivering Contact Centre solutions, we combined STORM®, our multimedia integrated platform, with a hosted call centre platform, providing Interactive Voice Response (IVR) mass call delivery and the ability to make quick adhoc call plan changes.

Customers making an enquiry using NRE's website or via a non-geographic number to the contact centre can receive up-to-the-minute information on any train service in the UK, with details of scheduled services run by all the train operating companies. A large proportion of NRE's 12 million inbound calls per year are routine enquiries about train times, ticket prices and other aspects of journey planning. Much of this information can be automated using speech recognition and text-to-speech technology. With the ability to handle thousands of calls every minute, STORM® from C&W Worldwide can route these enquiries rapidly to NRE's automated systems, alleviating peak traffic volumes.

Some customers simply don't like touch-tone or voice interactive menus and will always want to speak to a real person. STORM's computer telephony integration (CTI) allows callers to break out of NRE's menu options at any time and speak to someone, while giving the agent answering the call all the relevant information about the customer and their query.

To see how a multi-channel, CTI integrated contact centre service can cut costs and improve customer service, please contact us:

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