

# C&W WORLDWIDE ADOPTS ITS OWN CUSTOMER CONTACT CENTRE SOLUTION TO CUT COSTS BY 52%

“ Our Cisco platform is embedded in the network, giving us complete, end-to-end visibility of a call from the moment it enters our network, so we can use virtual call routing to deliver calls in the best way. ”

CRAIG PALMER, HEAD OF CONTACT CENTRE AND COLLABORATION, CABLE&WIRELESS WORLDWIDE

## WE DRINK OUR OWN CHAMPAGNE

When the time arose for us to reassess, upgrade and transform our own company service centre in Manchester, we put our design and integration methodologies into practice, evaluating our in-house platforms & tools, analysing back office business processes, assessing multiple vendors & technologies, all driven by a keen desire to deliver what our customers wanted from us in terms of an enhanced, 24/7 global customer service strategy. Faster, Smarter, Simpler.

Our contact centre transformation has simplified processes, improved reliability and efficiency, reduced costs, enhanced employee satisfaction, and achieved our aim of creating a customer service centre of excellence.

Some key benefits that our own solution has brought to Cable&Wireless Worldwide:

- **Highlighted Cable&Wireless Worldwide best practice**
- **Reduced contact centre operating costs by 52%**
- **Reduced abandoned calls from 14% to 1%**
- **Cut mean time to fix customers' issues by 50%**
- **Increased employee satisfaction by 26%.**

To see how we our Contact Centre solutions can enhance your service levels and reduce costs, please contact us:

CALL: 0800 092 5825  
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## THE CHALLENGES WE HAD TO OVERCOME

As a world-leading communications company, we specialise in providing global business-critical network services. Our Customer Service Centre (CSC) is at the heart of establishing close relationships with customers and providing fault diagnosis and resolution as quickly as possible.

Our Customer Service Centre legacy technology, installed in 2001, no longer met our customers' needs and was increasingly costly to support. Its inflexibility hindered new ways of working that could reduce costs, improve colleague satisfaction, and enhance customer service.

Without clear, real-time visibility of how our teams managed calls across five locations, we were often overstaffed. Bespoke Management Information reporting was minimal and abandoned call levels were as high as 14%.

## HOW WE HELPED

As Europe's first service provider to build a hosted Cisco Contact Centre platform, it made perfect sense for us to adopt this for our own Customer Service Centre. The single hosted platform simplifies processes, and real-time management information now provides complete end-to-end call visibility of calls, with virtual routing to deliver them efficiently.

Better understanding of customers' needs help us fix issues faster; often before they even know there's a problem. Average time to restore has reduced by nearly half, while faults repaired within SLAs are up 10%.

Our IT-related total cost of ownership is down by about 20%, while consolidating five call centres into three has cut costs by 52% over two years, and improved efficiency. The working environment for our agents is significantly better with employee satisfaction up 26%. Call quality and recording has improved, call information is displayed in real time so agents and supervisors can react faster, and abandoned calls levels are down to around just 1%.