

110,000 Courts customers had potentially lost their deposits and their purchases. Confero handled their calls.

Courts In Administration - Pacifying Angry Customers



Client **KPMG**

*Background
Confero Solution
Results*

Call Centre Services:

- Inbound
- Outbound
- Speech Recognition
- SMS Marketing
- Fulfilment

Background

When Courts plc entered Administration, international accountants KPMG were appointed Administrators. They selected Confero to take calls from Courts' irate customers who had lost deposits and guarantees on their furniture.

The brief was to establish a call centre helpline facility as quickly as possible. Customers were already calling to ask, then complain, about deposits lost and undelivered furniture.

KPMG knew there were 110,000 customers that were potentially affected by the Administration, but could not forecast the levels of publicity and angry callers that had to be pacified.

Confero Solution

An 08xx number was provided by Confero, and over a single weekend the Courts Customer Helpline was established. Telephone lines were programmed, the IVR system was set up, messages recorded, and the initial team of 40 agents were recruited and trained to start taking calls on the Monday.

Agents were selected on their customer service experience. Perpetual ongoing training, both to individual agents and in groups, provided agents with the knowledge and confidence to handle every kind of enquiry and to deal with disappointed, angry and sometimes abusive callers.

Results

65,000 calls were handled over the first two days. All of the 110,000 Courts customers that telephoned were provided with updates on the Administration and given advice appropriate to their situation. The helpline operated 7 days a week.

The project was successful because of the speed of set-up and the close working relationship built with KPMG, helped by only a 30-minute train journey between Confero's Wembley offices and those of KPMG in central London. Also vital were high quality agents available at short notice, continuous training, and experienced management.

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*Confero is the fastest growing UK outsourced call centre (Source: Marketing, Haymarket).
The company ethos is to acquire and retain customers for its clients in the most effective manner, using the right blend of inbound, outbound and technology solutions.*