

STL and Dacon deliver reporting and intelligent routing to TK Maxx

TK Maxx is a nationwide chain of stores, which sells famous label women's wear, men's wear, children's wear, gifts and homeware at up to 60% less than recommended retail prices. The company has implemented a unique "off price" concept since 1994 when the first store opened in Bristol. It has since opened over 155 stores, all championing its 'Off-price' concept imported from the States and tailored for the UK market. 'Off-price' shopping offers a mix of predominately current season designer and high street items all at up to 60% off the recommended retail price. The amazing deals can be passed on to the customers because the stores offer a no frills operation. Each store has over 50,000 items in stock at any one time and with 10,000 new pieces, styles and colours arriving every week to each store the choice is unsurpassed.



STL, the communications specialists, worked in partnership with Dacon, the specialist distributor of contact centre solutions, to deliver an IT contact centre for all TK Maxx head office functions in order to streamline internal operations.

The solution was delivered to TK Maxx's IT helpdesk in order to address a number of issues, specifically relating to an inability to assess the efficiency of the helpdesk. Prior to implementing the solution, TK Maxx's IT helpdesk operated as a hunt group, with phones ringing until an IT support professional was able to answer the call. Call answering times were running at unfeasibly high levels as a result. Furthermore, TK Maxx had no business metrics in operation on the helpdesk – both real-time and historical reporting of calls to the helpdesk were impossible.

Now, TK Maxx also benefits from intelligent queue announcements for its internal customers and the two supervisor positions can monitor how effectively the call centre is working. Furthermore, all agents now have their own LAN wallboards, so that the number of abandoned calls can be seen, for example. The solution enables intelligent routing of calls from both internal & external sources. If agents are all busy they have the functionality to take messages – they are then emailed to the contact centre to be dealt with at a later time. Also, the IT helpdesk manager now has a full view of all call statistics, giving TK Maxx a much greater degree of transparency in terms of assessing call flow, agent errors, etc. as well as full historic reporting on all call traffic.

The solution went live on the 13th September 2004, with the Braxtel ACD and Director products integrated as a complete solution with TK Maxx's existing Nortel Meridien PBX.

Calls arrive at the PBX and any contact destined for IT helpdesk are sent via E1/ISDN connection to the Braxtel Director server. Agents are connected using their existing Meridien phones and each agent has a desktop softphone application used for all telephony functionality. Importantly, TK Maxx did not have to change the existing telephones, minimising capital expenditure. The message recording and transfer capability operates through TK Maxx's email server, and benefits from both group recording call and personal voicemail.

The difference in terms of the efficiency and internal reputation of the contact centre has been dramatic, with full reporting enabling the company to be much more accurate about the efficiency levels of internal contact centres such as the IT helpdesk.

Peter Harvey, Manager of Business Systems Distribution at TK Maxx, said:

"The rapid growth of our business means we need to ensure maximum efficiency within all our business processes, in order to pass on the resulting savings to our customers. This is in line with the unique "off price" concept implemented since 1994 when our first store opened in Bristol. The solution STL put together for us has the functionality we require now, offering the potential to add more with time, such as expanding the solution beyond IT to other contact centres within the business and at a cost which produced a good ROI."

Brendan Cross, Managing Director at STL, said:

"The TK Maxx win is the first fruits of our partnership with Dacon. The relationship is up and running productively, and we're confident of further successes on the back of this one. For a market leader like TK Maxx to put its faith in us and Dacon to deliver shows the quality of the product set and systems integration expertise that we can offer."



"This project was a classic case of treating an internal business unit in the same way as a 'typical' customer-facing contact centre, since that is effectively the function that the business unit is fulfilling. As soon as the techniques and technologies that have been applied successfully in the past to external points of contact are applied internally, the impact in terms of efficiency and quality of service are self-evident."