



A STRATEGIC PARTNERSHIP

OVERVIEW

Imparts Automotive is a dynamic organisation. At the centre of their operations is their call centre which receives thousands of calls per day. The efficiency of these calls is critical to the profitability of the company and customer satisfaction. With an aging phone system and limited reporting, important statistics were unavailable to confirm the effectiveness of these calls. Additionally, the phone system was approaching its end-of-support date, making it even more critical to modernise.

In consultation with Jasco Consulting, Imparts evaluated several systems with a very specific list of key deliverables. Ultimately, the decision was made to implement Microsoft Teams and CC4Teams due to their easy of use, full functionality, and in-depth reporting. As a bonus, the reuse of existing infrastructure investments made the solutions much more financially viable than the alternatives, with a simpler deployment.

Imparts now enjoy a user friendly and efficient communications system, with all the functionality, reporting and visibility Imparts need to ensure the effectiveness of their contact centre and implement operational efficiencies.

SOLUTION

The solution to Imparts' challenge was twofold. Firstly, Microsoft Teams Direct Routing was selected as the base telephony solution, leveraging the robust Microsoft 365 platform and allowing the use of existing SIP channels via Telstra. Secondly, for the contact centre needs, Imparts chose Channel UC's product, CC4Teams.

This product stood out for its native integration with Microsoft Teams and seamless connection with existing SBCs, simplifying the transition without the need for complex changes.

The implementation of CC4Teams was a critical success factor, completed in just about a month, including comprehensive testing and staff training. The solution addressed the previous limitations, offering advanced call centre features, full reporting tools, and improved call visibility.

The Agent and Supervisor consoles provided by CC4Teams allowed for real-time monitoring of call queues, enabling quick and informed decision-making to enhance customer service.

ABOUT IMPARTS

For over 38 years, Imparts has been established as Australia's largest independent European parts supplier.

With a dedication to servicing the automotive trade and a commitment to distributing the world's premium automotive brands, Imparts has continued to set new standards in the automotive parts market.

With a network of warehouses Australia-wide and a wealth of product knowledge through its employees, Imparts is driven by the demands of its trade customers to provide the right part at the best possible price.

Industry:

Automotive

Company size:

51-200

Learn More:

www.imparts.com.au



RESULTS

Swift Implementation and Robust Support:

The deployment of CC4Teams was a critical success factor for Imparts, operating in a phone-intensive environment. The entire implementation, from the initial meeting to full integration, was completed in just one month. This rapid deployment included comprehensive run-throughs, testing, backend work, and team training on the product's functionality. The support and response time from the Channel UC team were exceptional, providing valuable assistance and professional knowledge throughout the process.

Enhanced Call Centre Features and Visibility:

Prior to CC4Teams, Imparts faced several challenges with Skype for Business, including limited reporting capabilities. CC4Teams revolutionised their call centre operations by providing a complete set of advanced features, full reporting tools, and analytics. With the new system, Imparts gained clear visibility of their daily call volume, ranging between 1,500 and 2,000 calls. The Agent and Supervisor consoles offered a centralized view of incoming and outgoing calls, enabling swift, actionable decisions to reduce customer wait times. Additionally, features like cherry-picking and call-back requests enhanced the overall efficiency and user experience.

Proactive Partnership and Ongoing Support:

The collaboration between Imparts, Channel UC, and Jasco has been marked by proactive engagement and swift resolution of challenges. The ability to directly interact with the vendor, Channel UC, has been particularly beneficial, resulting in quick resolution times. This proactive partnership has ensured that any difficulties encountered during and after the installation are addressed efficiently, maintaining the smooth operation of Imparts' contact centre solution.

In conclusion, the implementation of CC4Teams has significantly improved Imparts' communication infrastructure, providing enhanced features, better visibility, and a more robust support system. This has not only overcome previous business challenges but also positioned Imparts for continued success in their operations.