CASE STUDY

Water Babies

SCG help Water Babies improve customer services with integrated IT and telephone systems.

SCG

water babies
learn for life®

BUSINESS CHALLENGE

Before asking SCG to get involved, this integration was almost impossible to achieve. The head office telephone system was difficult to use and service support from the systems provider was poor. On top of that, new franchisees, who knew very little about telecom operations, were dealing with a variety of different suppliers offering varying levels of service and incompatible equipment.

This led to delays in operational start-up, missed calls and lost clients.

"We needed a system for our head office that was easy to use and that gave increased savings and ease of administration for the franchisees. SCG had all the answers. SCG have consistently provided a service that is second to none."

THE SOLUTION

Matters began to improve from the moment SCG installed a new NEC switchboard at the Water Babies head office in Honiton. SCG then designed a franchise-wide system that would achieve total integration between both Water Babies head office and its franchisees. Water Babies and the franchisees embraced the design enthusiastically.

This system married perfectly with the bespoke CRM system that Water Babies created for the entire franchise network, with the NEC system at its heart. Inbound calls trigger a pop-up with the parent's record, for ease of recording, while out bound calls can be made from within the same record. This enables the franchisees to deal quickly with inquiries or run marketing campaigns, a significant added value for their business.

THE BENEFITS

With SCG supplying, installing and maintaining all sites, setting up a new franchise has been simplified dramatically. Every time a new installation or upgrade is required, all it takes is one call to SCG, significantly reducing the amount of time it takes to get a franchise up and running.

Maintenance is no longer a headache. Water Babies now have one contact to deal with for any callouts or group-wide changes, such as updates to speed dials, system re-programming and upgrades. Remote access means requests for system changes are dealt with promptly and they have a team of engineers on the road capable of dealing with any support visits required.