

TouchStar Customer Case Study

Regal Fish Supplies

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Fish Supply Company Enjoys Tasty Returns with TouchStar Connect!

Company Background

Founded in 1989, Regal Fish Supplies is a home delivery company specialising in delivering quality fresh and frozen seafood direct to customers via their own fleet of vans. Regal Fish has built a customer base of approximately 80,000 over the past 20 years – this number is still growing. They promote their business primarily through a door-to-door sales-force and their website. They place a huge emphasis on retention of existing customers so quality of service is of paramount importance. Regal Fish used manual dialling as an integral part of the business process from the outset in 1989. By 2002, they invested in dialler technology with a TouchStar competitor which reduced costs and increased organisational efficiency. However, by 2007 it was becoming clear that a change of supplier for their dialler technology would be required to satisfy company objectives.

The Business Challenges

Regal Fish is the largest direct supplier of fish and seafood products in the UK. They compete with a number of smaller operations and sole traders who provide a similar service. On a wider scale, they also compete with supermarkets, fishmongers, market stalls and any other supplier with a different route to market. Mike Brummitt, General Manager at Regal Fish commented: “As the fish we supply is ‘market fresh’, this gives us a particular competitive advantage over other companies supplying fish and seafood products. We have a loyal customer base but they demand a very high standard of both product and service. Therefore, all areas of our business model need to be responsive to the demands the customers make.”

The company has had a call centre operation of sorts since their inception in 1989. The purpose of the call centre is to contact existing customers on a monthly basis to obtain new orders of fish and seafood products. Therefore, the emphasis is based on retaining customers, placing a high importance and value on every call made.

In common with many call centres, there is a degree of staff turnover so the call centre technology employed must be straightforward to use and have adequate support provision. Regal Fish felt that the levels of support from their original technology vendor were not of a sufficient standard and was one of the several reasons they looked for an alternative supplier.

Perhaps most importantly, Regal Fish need a cost effective channel to market for their unique proposition. Mike Brummitt added: “Our business model dictates that we have to keep costs as low as possible. And with increasing fuel costs for our delivery service and fluctuations in the costs of fish and seafood, we need to be assured in the knowledge that our call centre function, an integral part of the business, is as efficient in terms of contacting as many of our customers as possible as it can be.” In implementing a call centre solution complete with predictive dialler, Regal Fish could considerably reduce staff overheads.

Why Did Regal Fish Supplies Choose TouchStar?

1. Difficulties with Previous Supplier

After operating a call centre solution provided by one of TouchStar’s competitors for a number of years, Regal Fish were put under pressure to upgrade their system to next generation technology at very high expense. Mike Brummitt was unimpressed with additional features provided by TouchStar’s competitor at the extra cost: “We were being forced into upgrading as they stated they would be withdrawing support for the system we had. They basically had us up against a wall as we had all the hardware and they were saying they would no longer provide us with support unless we spent a considerable amount of money! We also felt that their standard of support had deteriorated since the initial period when we were a new customer.”



Regal Fish Supplies Business Systems Manager Vicky Griffiths and General Manager, Mike Brummitt

2. TouchStar Provided Perfect Fit to Business Requirements

Mike felt as the time approached to upgrade their system, it would provide an opportunity to research alternative options. Regal Fish used the internet and trade shows to source suppliers and at this point, they came into contact with TouchStar who were exhibiting at Call Centre Expo at Birmingham NEC. After discussing their needs, they invited TouchStar to their headquarters in Barton-upon-Humber. Business Systems Manager, Vicky Griffiths was immediately impressed with TouchStar's proposals: "We were pleasantly surprised that their sales team took the time to listen to our business requirement rather than try to sell us a one size fits all solution. We were reassured it would fit with our existing CRM and finance systems and were very impressed with the features of the system such as the administrator function and coaching facility. It was also vitally important that the solution could handle inbound calls to deal with our customer service function."

3. Choice of Existing Customers to Evaluate System

As part of the solution evaluation, TouchStar invited Regal Fish to view a live operating system at an existing client. Mike Brummitt added: "They gave me a list of customers and said I could pick any one. This was immediately reassuring as to me, that meant they couldn't just show us around their best customer and gave us the proof that their system was working effectively for all customers. We visited the nearest centre to us and were more than satisfied in the efficiency of their operation"

4. Support with Human Factor

Regal Fish were swayed by TouchStar's standard 24x7x365 support. Mike stated: "The issue of support was one of the main reasons for our dissatisfaction with our previous supplier.

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5. Excellent Price

Naturally price was as important issue. TouchStar's solution was competitively priced and Mike looked at the longer term picture: "We looked at the costs over a five year period including support and it proved TouchStar was the cheapest option. Although my gut instinct was to go with TouchStar, the cost factor made it much easier to sell to the board!"

6. Complete Solution with Adherence to Ofcom Regulations

TouchStar implemented the fully compliant TouchStar Connect blended call centre system complete with ACD & IVR, intelligent scripting, call recording and reporting at Regal Fish in a matter of days. TouchStar Connect has been fully integrated into both their GoldMine CRM package and their Access Accounts finance system. Vicky Griffiths has been highly impressed since the implementation of TouchStar: "The system has been built to incorporate our unique needs and there has been no disruption to the business with the new system employed." Mike added: "Since we have started using TouchStar Connect we can actually use 'predictive' mode as it was far too easy to drop calls on the old system and were not prepared to take that chance. We take the Ofcom regulations very seriously and do not wish to drop a single call as that could potentially lose us one of our customers."

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7. Value Added Services including 24/7 Support, Expert Account Management and Annual Customer User Group Conference

Vicky is pleased the system is more streamlined than their former solution: "We don't have to manage the system so intensely now and can get on with our core business of providing fish and seafood supplies to our customer base without worrying about the technology – it kind of manages itself! Obviously issues arise as our knowledge curve grows but by having an appointed account manager who visits at least once a month and having 24/7 support, we know a TouchStar engineer is at hand to respond to any queries." Regal Fish staff have attended both the free annual TouchStar User Group Conference at the Hilton Hotel in Manchester and one of the free monthly TouchStar system training courses. Mike commented: "The User Group Conference was very valuable as gave us some excellent insight into a variety of call centre issues such as improving agent morale and making best use of data. The monthly training course is more about the system itself – very handy for filling any knowledge gaps that our experienced supervisors may have." Regal Fish have booked TouchStar's consultancy service to deliver motivational training for staff.

Implementation

The TouchStar Connect system was installed with no disruption to the Regal Fish business. Mike was especially pleased with the speed of the changeover from their old system. He went on to add: "We finished with the old technology on the Friday evening and by Monday morning, the TouchStar system was up and running." TouchStar engineers were on site for the first couple of days of operation to ensure there were no issues. Vicky stated: "The TouchStar people made sure both the supervisors and agents knew exactly what they were doing with the new system. Naturally as we had been using dialler technology, I was familiar with how such a system works but there were obviously some differences and extras that were not on our old system."

Features and Benefits of TouchStar Connect

Regal Fish have experienced the following results and benefits since implementing TouchStar Connect:

- Their agents' talk time has increased considerably.
- Increased customer satisfaction obtained from not dropping any calls.
- A system that fully complies with and exceeds all Ofcom's regulations.
- The ability to report with detailed statistics from all campaigns in real time has made management of the call centre operations more focused.

- A seamless integration with their GoldMine CRM system which meant streamlined business processes.
- Free training on an ongoing basis, has continually updated staff expertise.
- 24 x 7 x 365 UK based engineering support proving invaluable when requiring advice at any time of the day or night.
- An appointed expert business development manager to optimise use of the technology.
- Ability for further developments as their business grows.

Mike Brummitt concluded: "The software is as good if not better than any on the market. All aspects of the TouchStar Connect system fit perfectly to our particular business model and has standard features that satisfy all our call centre's requirements. We are now investigating the possibility of acquiring further utilities that TouchStar have developed to make operation of the system even more straightforward! We feel we have a good rapport with TouchStar which is something we never had our previous supplier. The human touch is evident throughout the company from the MD through to the support engineers."

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