



## > RETAILER ENHANCES CUSTOMER SERVICE USING NORTEL BUSINESS COMMUNICATIONS

**NORTEL**



### Case Study

#### HMV Group

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> **Paul Hope,**  
**Telecommunications Manager,**  
**HMV Group**



**Customer:** HMV Group

**Country:** UK

**Industry:** Retail

**Challenge:** To improve communications across the business and, ultimately, to boost customer service in a competitive marketplace.

**Solution:** A variety of digital and IP-ready Nortel voice technologies across HMV Group. The Nortel Business Communications Manager 400 offers out-of-hours call routing, whilst the Nortel Communication Server 1000 provides voicemail. Nortel CallPilot provides an auto-attendant for the customer service teams, whilst a range of Nortel IP Phone 2001s, 2002s, 2004s and 1150Es have been provided to staff. Nortel Business Communications Manager 50s deliver highly reliable PBX functionality to newly opened stores, and the Nortel IP Softphone 2050 is being trialled for remote user access.

**Benefits:**

- **Improved customer service** – Features such as auto attendant and automated call routing enable customer service teams to focus on delivering better service to customers
- **A path to more advanced communications** – The Nortel solution is built to support enhanced communications tools, including unified communications and multimedia contact centre functionality

## The scenario

As it becomes easier and cheaper to browse and purchase items via the web, so it becomes increasingly challenging for retailers of all kinds to retain customer loyalty. But protecting business in a more competitive landscape is not only about cost. Good service, too, will ensure customers keep coming back for more. With this in mind, only those able to deliver the best service via a variety of sales channels will be able to build on their success.

HMV Group in the UK recognises this need to diversify its route to market, and has significantly grown its web sales facility to match its strong high street presence. But the Group still needs to ensure service is excellent if it is to guarantee profitability. And this, explains Paul Hope, Telecommunications Manager at HMV Group, is challenging if your technology is reaching end of life: “We have several offices, and at these sites the PBX technology in use was starting to show its age,” he explains. “What’s more, through acquisition of the media retailer Fopp, in addition to new HMV and Waterstone’s branches, we were opening a number of new stores around the country, which would need new PBX equipment themselves.”

Paul and his team wanted a single communications provider to upgrade the HMV Group head offices completely with more flexible, modern PBX technology and phones, to offer greater scalability and more advanced customer service tools. The Group also wanted every newly opened store to receive the latest in PBX technology – not only to provide a solid communications platform that would last for many years, but also to help HMV Group investigate more advanced in-store tools for customer service.

After seeing what was available, Paul knew that Nortel technology was the best option: “We’ve used Nortel telephony solutions and contact centre technology for more than ten years – and it hasn’t failed once. This meant that we knew what to expect in terms of reliability. It was also clear that we needed to have a wide variety of different technologies all working together, making the breadth of the Nortel portfolio a strong factor in our decision making.”

## The solution

A variety of TDM and IP-ready Nortel voice technologies was chosen to support the diverse communications needs of HMV Group.

The Nortel Communication Server 1000 was chosen for the Group’s Marlow and Solihull sites because of its CallPilot application, which services the contact centre and delivers voicemail and faxes to all staff. This ensures communications are prioritised correctly and not missed.

A separate installation of CallPilot is also offering value to HMV Group’s customer service department in central London, as well as its Store Call Handling Centre, which deals with all enquiries for a selection of HMV stores. At these offices CallPilot delivers an auto-attendant functionality, enabling callers to navigate customised call menus – either to listen to pre-recorded information, or to be put through to the appropriate member of staff.

The Nortel IP Phone 2001s, 2002s and 2004s have also been installed in several sites across the group. These phones are still using the HMV network for internal calls and breaking out onto the PSTN for external calls. The Nortel IP Phone portfolio also makes



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adds, moves and changes very simple, by allowing users to retain their profiles wherever they go. In addition, they are powered over Ethernet, thus requiring less cabling.

For the directors at the Group's Maidenhead head office, the Nortel Business Communications Manager 400 improves service to internal staff by offering automated call routing. The system can be programmed to 'hunt' for individuals or groups, ringing a series of selected numbers until an individual is located. This frees operators to focus on other activities.

In the branch network, HMV Group is rolling out the Nortel Business Communications Manager 50 to all new stores. This hybrid digital-IP PBX is currently being used to give stores a breadth of communications tools (such as auto-attendant functionality) in a single box, whilst also fully supporting a possible upgrade to IP.

Finally, the Nortel IP Softphone 2050 is also being trialled for remote user access and potentially a more innovative in-store service.

## The results

Thanks to Nortel's solution, HMV Group's increasingly modern branch and office network is enabling staff to be more productive, and to offer better service to customers.

The Nortel CallPilot auto attendant, for example, is enabling the Group's customer service department to handle high volume queries more effectively. "Recently, we ran out of stock of a very popular games console. And because it was so popular, we were receiving a lot of stock enquiries," Paul explains. "Thanks to the auto attendant, we could quickly record an automated greeting which told all callers it was unavailable as soon as they dialled in. This enabled us to handle those calls without taking up valuable staff time."

Over 30 new stores, meanwhile, have installed the Nortel Business Communications Manager 50. This is being well received by staff – and not only for its telephony features. "It's ideal for a busy store stockroom environment because it's quite hardwearing; it takes knocks very well," Paul smiles.

The trials of the Nortel IP Softphone 2050 are also going well. Aside from being tested to support the Group's remote workers, it is also being further developed for potential in-store use.

As far as the immediate future is concerned, HMV Group is now investigating Nortel Unified Communications, to integrate desktop applications with its telephony services and enable staff to view each other's availability through 'presence' information. Also, a possible investment in the Nortel Contact Center will enable customer service agents to handle email, calls and SMS.

Paul concludes: "Nortel is always going the extra mile. The team is on hand to provide product knowledge and assistance with any development we might have under way. This, plus the reliability, scalability and functionality of Nortel technology, is why HMV Group has become a Nortel partner."

"When we were opening the Fopp stores, we set a very tight deadline of two weeks to fit them out. Nortel delivered its solution rapidly to meet these timescales, and provided excellent support to all parties involved in the deployment."

> Paul Hope,  
Telecommunications  
Manager,  
HMV Group





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