

## Quality Repair Centres: More Resilient and Adaptable Telecoms Platform Enhances Customers' Call Experience

If you are an industry leading company, whose reputation has been built on delivering service excellence, you will want to maintain the highest possible levels of customer service. To help you to consistently achieve this, it is critical that your telephone system offers you the highest levels of performance, reliability and flexibility, so that your staff are comfortable with using it and it provides your customers with the best possible call experience.

While it might be tempting to make do with your existing telephone system, even if you are expanding, you need to ask yourself, are we still maintaining a level of service that our customers are happy with? Failure to consider this can lead to customer frustration and ultimately prove costly to your business.

This case study looks at the experience of the Quality Repair Centres (QRC), part of the Royal and Sun Alliance Group. After installing PSU's Mitel telecoms platform, QRC gained the enhanced resilience and flexibility that they needed to maintain the high levels of service that their customers had become accustomed to.

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### OVERVIEW

#### Quality Repair Centres

[www.qualityrepaircentres.com](http://www.qualityrepaircentres.com)

#### Customer profile

- Part of the Royal Sun Alliance Group who are best known for their 'MoreTh>n' insurance brand
- Operates some of the UK's largest, state-of-the-art vehicle repair centres
- Headquartered in Walsall, West Midlands, with five further sites nationwide

#### Why PSU Technology Group?

- Mitel telephone system specialists
- Excellent customer service
- Smooth, timely installation

#### Benefits

- Enhanced call handling – including faster call answering/ transfer times
- Mix of desktop and cordless phones tailored to the needs of the workforce
- A more resilient telephone system

## Quality Repair Centres

QRC, employs 350 people across six sites. From its repair centres, which are among the country's largest and most advanced, QRC manages the vehicle repair needs of RSA Group customers.

Thanks to a highly trained workforce which adheres to some of the toughest quality standards including PAS125, and a commitment to carrying out all vehicle repairs using their appropriate manufacturer's recommended guidelines, QRC customers have the assurance that their car will be returned to them in a complete pre-accident condition.

### Why PSU?

Following an initial trial of another provider's telephone system at its Bristol site, QRC quickly realised that they needed greater resilience and adaptability from their telecoms infrastructure at this location. They wanted a platform that their staff would be happier to use and that would help them to maintain the high levels of service that their customers expected.

Having thoroughly researched new phone systems and been impressed with the functionality of Mitel products, particularly with regard to their IP capability, QRC selected PSU Technology Group (PSU), as their provider - after receiving favourable reports on the company.

Commenting on his decision to use Mitel products and PSU, Marc Evans, QRC's IT Manager, said: "As we represent the Royal Sun Alliance Group brand it is critical that our customers receive the highest standards of service possible. Consequently, we felt that with a Mitel product set and support from PSU, we would have the best solution going forward to enhance our customers' call experience."

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**"PSU represent a benchmark that many other companies should aspire to."**

**MARC EVANS**

IT Manager

Quality Repair Centres



## Smooth installation process

Following consultation with PSU, a Mitel 5000 telephone system was selected. PSU's installation of the new platform went extremely well and was completed within QRC's two day deadline.

"We were very pleased with how smoothly the new installation went and at no point were we without working telephones. The onsite PSU engineer was also extremely helpful and understanding of our requirements and always had an answer or solution to any questions or issues that we had."

Following installation of the new Mitel platform, QRC gained the IP functionality that they needed and a more resilient telephone system. The new platform also provided them with greater flexibility with a range of desktop and cordless phones to suit their staff mix of deskbound and mobile workers.

QRC noticed performance improvements within just a matter of days.

"Unfortunately with our previous telephone system, we occasionally found that calls would be incorrectly routed. This resulted in these particular callers being kept on hold for too long, causing a number of them to hang up the phone. Since the new Mitel platform was installed at our Bristol site, we've not had any problems with calls dropping out, or becoming lost within the system at that particular location."

## Quality managed services provision

Having been impressed by PSU's performance at their Bristol site, it wasn't long before QRC asked the company to take over the maintenance of a Mitel 3300 telephone system that had previously been installed by another provider at their Birmingham head quarters.

Since PSU took over this telecoms maintenance contract, the company has never looked back.

"PSU's support team are always polite and responsive and the quality of service we receive from them is always fantastic. They represent a benchmark that many other companies should aspire to."

In conclusion Marc said: "Currently we still use alternative manufacturers' telephone systems at our remaining sites, but when these need replacing we will install Mitel products. And as long as PSU keeps up their excellent service levels, I'm sure we would look to them for our installation and ongoing service maintenance requirements." ■

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**MARC EVANS**

IT Manager

Quality Repair Centres

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