



How Record has ‘come to our rescue’

Customer disputes are easily resolved, and potential losses reduced because of call recording



By investing in Oak's Record Call Recording system, West Quay Cars have further enhanced their customer service, as well as saving money

Dealing with over 13,000 calls a week in any business would be stressful enough, but in the fast paced Taxi industry, where customer service and accuracy are paramount, it is vital that you have the people and technology in place to ensure each customer receives first-class service

Southampton based West Quay Cars (www.westquaycars.com) have taken this dedication to service to a higher level by investing in cutting-edge technologies designed to improve their dealings with their customers, improve processes and reduce potential losses. With the personal touch enhanced by screen-pops when an existing customer calls, to GPS on each vehicle, on-line booking and a call-back facility to advise when the driver is waiting outside, West Quay have the customer at the forefront of everything they do. Add to this the need to protect against potential losses, and this is where Oak's ProVoice call recording system became so integral to their business

'There have been too many incidents to list where we have said 'if only we had voice recording'. Having invested £100k in new technology to streamline our business, it was the ideal opportunity to incorporate voice recording as an integral part of our new system, which we did in 2007' says Lee Haynes, Operations Manager of West Quay Cars

'Our Corporate Clients include multinational organisations, Cruise Ship operators and our local football club; regular airport and long distance journeys are commonplace. Meeting clients from overseas on behalf of our customers, complicated itineraries and precise schedules are all part of our day to day operation'

To list a few examples of how ProVoice has 'come to our rescue':

'Our largest account customer made a booking for a VIP collection at Heathrow, we dispatched the appropriate car in plenty of time and the driver waited with a welcome board at arrivals. He met his passenger only to be informed that there were a total of 7 in the party – 7 people will not fit in a car. We contacted the account customer, who was adamant that they booked a people carrier. We retrieved the call, emailed it across and received an apology; in the meantime we had sent another car which collected the remaining passengers minutes after we had emailed the call.'

'Could we collect a customer from his Manchester office at 09.00 am returning to Southampton? No problem. Our driver left Southampton at 03.30am arriving promptly to collect the customer, the passenger's secretary informed him that it should have been 9.00pm and the gentleman was still in Europe and due to fly into Manchester Airport at 7pm. Thankfully the driver went above and beyond the call of duty and spent the day in Manchester, meeting the customer at the airport taking him to his office and then back to Southampton. The total cost invoiced allowed for 12 hours waiting time, unsurprisingly the accounts department queried the extortionate cost, and the Southampton based PA blamed us for the wrong booking time – Record to the rescue, as we were able to email the call to them directly, and they paid the account.'

Lee Haynes continues: 'The volume of calls we receive with wrong booking times and wrong vehicle types is quite phenomenal, and prior to installing Record, in many cases the customer was given the benefit of the doubt, as we had no evidence of what was said during the call, costing us money.'

'Now, with Record, the ease of call retrieval allows every telephonist to check the contents of a call whilst the customer is on hold, we then know exactly who was at fault: the person that took the call or the person that wanted to book a car.'

'The knock on effect to our drivers is great, after all if there is a dispute it's the poor old driver that takes the brunt of the complaint because he or she is standing there, it's not their fault that they are early or late or have the wrong car.'

'It's just a question of 'if you would like to contact the office, they will resolve your query as all calls are recorded.'

ends

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