



a series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.



← No. 3 Thomson

How we launched a fully operational, £3 million new-build, ultimately 700 seat, Call Centre in just 8 months - All logistical planning, project management and installation

Background

In response to competitor activity, and with a wish to grow and develop their business, Thomson Holidays decided that their Travel Agent, Lunn Poly, should have a direct channel. Whilst knowledgeable in direct operations, Thomson Holidays had no experience in integrating a direct channel with a traditional High Street agency business.

Integration, brand and positioning were of prime importance. Relationships within the new channel structure had to be considered - roles and responsibilities of the different divisions were clearly defined. At the same time the team was finding a location, negotiating local grants, writing specifications for technology, staffing and training and commencing the procurement of the equipment and systems.

The Challenge

Starting with a blank sheet of paper, the challenge was to define the parameters of the new operation, and assess how it would fit with other channels. The time frame was aggressive as the business had to be operational within 8 months, including the building of the premises.

The Benefits

Faced with the challenge of setting up a brand new direct channel, Lunn Poly were able to tap into the wealth of ICR expertise. ICR people worked seamlessly with Lunn Poly people and delivered the project ahead of an already tight deadline and to budget.

The Solution

A small group of ICR specialists were drafted in to work as part of the Lunn Poly team, planning every aspect of the new operation. Bringing an external perspective the ICR people were able to apply their industry knowledge and experience to ensure tight deadlines were met and that the work was completed to the right specification. Working as a small team, issues could be easily identified and decisions made quickly.

So successful was the new operation that Thomson chose to migrate all of their other call centre based operations to work within the new structures.

The Figures

They speak for themselves. A new fully integrated call centre operational in just 8 months.

Freed staff so that the eye was not taken off the ball from existing business for an instant - project completed to deadline.



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