GoTo

BRADSHAW TAYLOR

Success Story:

Bradshaw Taylor & NXTGen Technology

"Customer service is not an easy job, but GoTo Connect provides everything we need to make our work simpler and less stressful. The contact centre analytics and functionality enable our teams to perform better and keep our customers happy."

Michelle McGrath
Customer Service Manager, Bradshaw Taylor

Bradshaw Taylor is a family-owned distributor of outdoor, country and lifestyle clothing and equipment. It supplies high-quality products from seven leading brands, including Sherpa, Schöffel, Le Chameau and Keen.
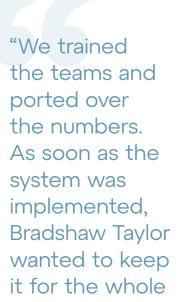
www.bradshawtaylor.com

Challenge

Bradshaw Taylor had been using an on-premise IP telephone system successfully for six years when Covid-19 struck. The system quickly had to be adapted to accommodate people working from home, but lacked the reliability and monitoring capabilities to support a remote workforce.

Michelle McGrath, Customer Service Manager at Bradshaw Taylor, says: "A robust phone system is absolutely essential for our business. Our team handles 40,000 incoming calls per year, as well as providing online chat and email services. We believe that to provide excellent customer service, you need to be easily contactable – so we advertise our phone numbers widely.

"In a market where everyone says they are the best, we aim to be better by having the best customer service. So when we switched to remote working, we needed a much more reliable and flexible phone system to maintain and improve our service standards."

Solution

The company's IT services provider, NXTGen Technology (a GoTo partner) had recently been introduced to the contact centre options for GoTo Connect – the cloudbased communications platform from GoTo.

Will Curtis, Director of NXTGen Technology, says: "We realised this offered exactly the dial plan and contact centre functionality Bradshaw Taylor was looking for. It offered queue management, call handling, real-time monitoring and reporting. As a cloud solution, it also offered great flexibility and reliability."

NXTGen Technology installed GoTo Connect on a trial basis for Bradshaw Taylor's busiest customer services line. This presented several challenges, including incorporating French and German numbers connecting to native language speakers, alongside UK and USA lines. Will says: "We trained the teams and ported over the numbers. As soon as the system was implemented, Bradshaw Taylor wanted to keep it for the whole business."

Results

Michelle says: "GoTo Connect has enabled us to fulfil our customer service promise, which is a huge part making our business competitive and successful. Crucially, it's easy to use, with a little initial training. For me, it provides up-to-the-minute data so I can manage our teams effectively, identify where extra support is needed, move resources around to ease pressures, and optimise our resources. I've never had those capabilities before, and the flexibility it gives us is fantastic."

Customer service staff can now see who is calling, how many callers are in a queue and how long a caller has been waiting, so they can answer every call appropriately. Staff can now work from home or the office, with no impact on service standards.

GoTo Connect gives Bradshaw Taylor complete flexibility for future expansion too, since extra users can be added easily. There are no telephony hardware costs, which lowers the cost of onboarding, and the subscription model makes pricing clear and simple.

nxtgen technology

NXTGen Technology provides network, telephony and wireless solutions to all sizes of business in the East Midlands. It specialises in managed services and bespoke network design, with many years' experience across varied industries and technologies. Office in Mansfield.

www.nxtgentechnology.co.uk

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