



Cubitt Theobald Ltd

Client Background

Cubitt Theobald is a building and joinery company of more than 100 years' standing. Its team's mission is to provide a professional and friendly service, whilst striving to achieve the highest standards of craftsmanship.

Situation

Cubitt Theobald has invested in a modern telephone system and Union Square's Workspace Customer Relationship Management (CRM) solution. Always looking for extra efficiencies, customer service enhancements and productivity improvements, Cubitt Theobald investigated solutions to help integrate their various communications media and line-of-business applications. A solution was sought which would create synergy between the data systems and the telephony system and help to maximise the investments made in both.

Business Requirements

Cubitt Theobald required a Communications-Enabled Business Process (CEBP) solution with the following core benefits and functionalities:

- Improvement of productivity
- Enhancement of customer service levels
- On-demand display of CRM records on inbound and outbound calls
- Personal and organisational call log records tied to the CRM
- Enhancements to team working and collaboration through real-time monitoring of team members' availability, including telephony presence.

Results

The return on investment (ROI) in telephony and PC-based systems has been enhanced by improving staff efficiency and by saving time in customer query resolutions. Corebridge integration has delivered direct value and increased the already high levels of customer satisfaction. First call resolution rates are measurably better because key information items are on-screen at the arrival or the initiation of calls.

Solution : "Workspace Application Integration"

Corebridge implemented a solution which integrates the phone system with Workspace providing:

- A maintenance-free, common unified directory of personal, organisational and CRM contact records with rapid search
- Automatic launching of Workspace in a non-intrusive fashion (i.e. not getting between the users and their current tasks when the phone rings)
- Click-to-call from within Workspace and all other desktop applications such as Internet browsers, emails, spreadsheets and documents.
- A supervision and collaboration module showing real-time telephony and PC activity and team members' presence, with the facility to pick up each others' calls and create tasks associated with calls
- A reporting suite with "on the fly" phone activity report generation and saved templates enabling business intelligence to be derived from the call logs.

"The Corebridge solution is not only easy to use, it has also given our teams 5% more time which generates revenue when staff accomplish more during the day. The increased levels of first call resolution have resulted in increased customer satisfaction and improved database quality."

Robert Cubitt, CTO of Cubitt Theobald