



Nationwide firm with local service

CPL is a hugely complex manufacturing and distribution process that relies heavily on good communications. CPL worked with Brooks Deacon and STL to provide a complete review of their telephony with the aim of improved efficiency and cost savings.

Largest coal merchant

CPL is the country's largest coal merchant with 40 depots nationwide offering a local service to over 90,000 regular customers. With a head office and call centre in Chesterfield, CPL also has depots around the UK from which products are distributed on a daily basis.

Bespoke solution

The existing BT telephone system was replaced with a Samsung OfficeServ 7400 that offers the benefit of a bespoke solution to meet the individual needs of a multi-site organisation. OfficeServ 7400 incorporates IP and enhanced networking technology and can support up to 600 extensions across multiple sites with the opportunity for expansion and upgrade as the company grows. Calls can be seamlessly and invisibly transferred or diverted from one office to another, a mobile phone or home number as easily as to the next desk, overcoming the issue of different sites. Management of the system is facilitated by the call management software that provides a comprehensive variety of reports tailored to CPL's exact requirements.

Free communication between depots

CPL is in the process of rolling out Gamma FeaturePlus VoIP into each of the distribution depots, which will mean that all communication between the depots and head office is completely free, saving considerable costs. The whole organisation has virtual numbers to make calls more flexible. This also helps with the high call volumes, provides better management of calls and demonstrates a significant cost reduction.

In the call centre, CPL has installed CMS professional call centre software with wall boards to show call stats, including calls in queue, waiting time, agent status and total calls received.

Greater flexibility

Darren Wake of CPL commented, "Brooks Deacon and STL have enabled us to improve our complete communication system to give greater efficiency and flexibility for both our customer service and between depots. However, the biggest benefit has been that we now offer better communications yet enjoy significant reductions in costs."

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Darren Wake, CPL

CPL DISTRIBUTION

