

EMPOWERING PERRY'S MOTORS TO ENHANCE THEIR CUSTOMER EXPERIENCE WITH POWER BI

Perry's is one of the largest independently owned car dealership groups in the UK. In business since 1908, their sites are located throughout the country. With the help of more detailed insights on their switchboard provided by CANCOM's analytics team, Perry's have successfully enhanced their customer service.

Using this report, I can instantly see which of the sites are too busy and which have issues with call answering times. This insight is helping to make our business more efficient.

IT DIRECTOR, PERRY'S



Perry's represent leading car brands including Peugeot, Mazda, Citroën, and Kia, and are now one of the largest Mazda dealer groups in Europe. The group employs 1,400 people, across forty locations, with an annual turnover of £400 million. The firm also has its own training centre in Burnley Vauxhall's and Kia Lancashire.

THE CHALLENGE - UNACTIONABLE DATA

With over 29 sites, and thousands of calls received daily, the call volume from their telephony system and switchboard is vast. Historically, this data was presented in basic spreadsheets, and at a level which was often hard to interpret and turn into meaningful insights. Previously, Perry's would receive a daily email with a spreadsheet containing the switchboard statistics, which was then manually manipulated to give a summary of call data. "Not only was this time consuming, but it also potentially introduced an element of human error too," admits Spencer Parry, CANCOM's Data and Analytics Manager.

THE SOLUTION - POWERFUL INSIGHTS

As part of the telephony platform provided by CANCOM, the Perry's management team were given access to a dynamic and interactive switchboard dashboard. By taking data from the telephony solution and presenting it in a graphical format using Power BI, in near real time, the team were able to get smarter insights and make faster business decisions.

Spencer Parry explains how it works, "The email is sent to a mailbox where an attachment using Power Automate is extracted and stored in OneDrive. Power BI is used to transform the data and visualise it. This has helped the team make educated business decisions to improve the overall customer experience."

THE RESULTS - PROMPT CALL RESPONSES

Using the dashboard, driven by Power BI, Perry's could quickly drill down into the data from the telephony platform relating to different sites, and even into individual call queues. This helped them to identify issues and swiftly act. For example, they spotted a large percentage of calls were being missed at one of their sites over the weekend. To rectify this, they reviewed staffing levels to ensure calls were no longer being missed out of hours.

Data can be viewed at an individual site or at an aggregate level across the dealership, including the call answered rate, call abandoned rate and customer wait times. This makes spotting trends easier and now they can better anticipate weekly and seasonal peaks and troughs in calls.

"I was excited about the opportunity to work on this process with our Service Delivery Management Team and our customer, Perry's. Using the Microsoft Power Platform, we have been able to improve the experience for Perry's and their customers," concluded Spencer Parry.

OUTCOMES

- 1000s of calls analysed
- 29 sites optimised for call handling
- No calls missed out of hours

SOLUTION OVERVIEW

- Unified Communications, Cisco Unified Attendant Consoles (CUAC)
- Automated data Reporting utilising the Power BI and Power Automate products in the Microsoft Power Platform suite

Now that I have seen this and used it , just wish I had it at the beginning. It makes everything about the phone logging so much easier to understand and find out what is going on. Well done Spencer - really like the product.

IT DIRECTOR, PERRY'S



Speak to one of our Experts today on **0845 605 2100** or email info@cancom.co.uk