

netcall

your call is our call



**Interflora**  
the gift experts™

## Interflora expand the use of QueueBuster after receiving “Fantastic Service”

**Interflora goes live with QueueBuster and instantly see the benefits.**

Over 80 years ago the seeds of Interflora were sown in America, when two florists agreed to telegraph each other with requests because their flowers could not survive the four-day train journey needed for delivery. The growth of the Interflora network began with the use of telegraph to pass requests between florists. Interflora's network now stretches to over 58,000 florists worldwide delivering flowers to over 140 countries each maintaining the stringent standards that Interflora demands.

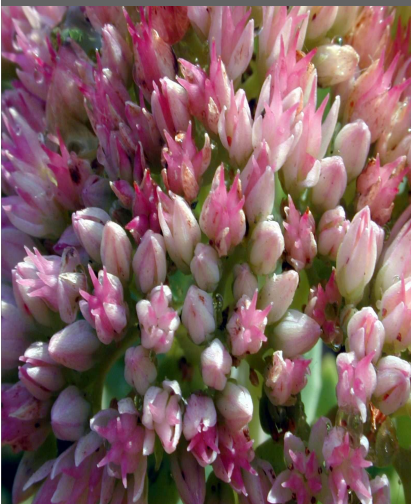
In the UK, the idea really took off in 1920, when a florist in Glasgow and a nurseryman in Essex looking to increase their business applied to join the American Association as foreign members. By 1923 there were 17 such members in the United Kingdom, enough to form a British unit. The name was changed in 1953 to Interflora.

### The Challenge

In 2007 Interflora were trying to find a way of improving the management of their increased call volumes during traditionally busy periods such as Christmas, Valentines Day and Mothers Day.

**Jayne Henry, Head of Telesales at Interflora commented: “As a gift and flower company, we have key selling periods throughout the year. Call queues can build up at peak periods and we wanted to manage the customer experience at these times while avoiding abandoned calls and ultimately lost sales.”**

Netcall's QueueBuster gives customers an alternative to waiting on hold in call centre queues by taking their details, queuing on their behalf, and then calling them back automatically when the next agent is available, at no cost to the customer. QueueBuster helps organisations improve customer service levels and reduce contact centre operating costs by maximising available agent resource. It not only cuts telephone waiting times for customers, but also presents the caller's name to the agent, so that a personalised service is provided.



## The Results

Since going live in November QueueBuster has made more than 15 thousand successful call backs to customers. Telesales, has quantified the benefits so far;

- **Significant reduction in caller abandon rate.**
- **Agent productivity has increased**
- **Agents are able to spend quality time with customers and increase sales.**

Interflora have also noticed that one of the effects of QueueBuster is the staff moral is higher. "The implementation process from start to finish has been absolutely amazing, every milestone was kept to and as a result of us using QueueBuster our customers are very positive once they receive the call back. Psychologically we get control of the call and it's giving us more opportunity to up sell and cross-sell." Said Richard Metson Planning and Telecommunications Controller for Interflora.

Jayne Henry concludes; "After the outstanding success of QueueBuster in our Nottingham sales based call centre we are now expanding the use of QueueBuster to our customer care site based in Sleaford. We are so delighted with the success we have already had in such a short space of time."

Another great benefit is that Interflora now has the ability to use QueueBuster for their out of hour's business. Normally extra staff are required to take the calls at these extreme times but QueueBuster is able to take the customers details and call them back once the call centre is open.

## About Netcall

Netcall is the leading specialist in callback, auto-messaging and contact solutions, helping organisations increase profits and productivity while improving customer satisfaction and employee morale. Based near Cambridge (UK), the company has over 20 employees and is quoted on the Alternative Investments Market (AIM), adhering to the disclosure standards required by the London Stock Exchange.



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*-Jayne  
Henry, Head  
of Telesales*

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