

# TalkTalk Business



## BUILDING A MORE RESPONSIVE CONTACT CENTRE

### ABOUT TARMAC

The building products division of Tarmac, the UK's leading sustainable building materials and construction solutions business, supplies a wide range of construction materials for house builders and building repair and maintenance contractors.

That product portfolio includes bagged aggregates, construction blocks and a range of mortar and screeds, as well as more specialist products.

Tarmac Building Products works with TalkTalk Business to create smooth, positive customer experiences through the effective use of technology.

talktalkbusiness.co.uk  
0800 954 5707  
Lines are open Mon-Fri 8:30am - 6pm

## THE CHALLENGE

"AS A BUSINESS WE WANT TO REVOLUTIONISE OUR COMMUNICATIONS, REDUCING THE NUMBER OF CONTACT POINTS FOR OUR CUSTOMERS WHILST GAINING A BETTER UNDERSTANDING OF CUSTOMER INTERACTIONS. WE WANT CUSTOMERS TO BE ABLE TO INTERACT WITH THE BUSINESS IN THE WAY THAT SUITS THEM BEST."

**NIKKI SAMPSON**  
COMMERCIAL EXCELLENCE MANAGER, TARMAC BUILDING PRODUCTS

## THE SOLUTION

"ONCE I UNDERSTOOD THE OPPORTUNITIES, IN TERMS OF WHAT IT COULD OFFER BOTH THE BUSINESS AND OUR CUSTOMERS, THAT'S WHEN WE DECIDED TO IMPLEMENT A NEWER VERSION OF THE MITEL CONTACT CENTRE SOLUTION."

**NIKKI SAMPSON**  
COMMERCIAL EXCELLENCE MANAGER, TARMAC BUILDING PRODUCTS

## THE RESULTS

"THE SOLUTION GIVES US JUST WHAT WE WANT - MORE VISIBILITY, MORE DATA AND THE POTENTIAL FOR MULTI-CHANNEL COMMUNICATIONS. STAFF CAN BE AT HOME WITH A LAPTOP AND A HEADSET AND NOT ONLY CAN THEY ACCESS ALL THEIR NORMAL INTERNAL APPLICATIONS, THE EXPERIENCE FOR CUSTOMERS IS EXACTLY THE SAME."

**NIKKI SAMPSON**  
COMMERCIAL EXCELLENCE MANAGER, TARMAC BUILDING PRODUCTS

Like many businesses, Tarmac Building Products wanted to simplify its customer interactions and better understand them, so that customers could be served more efficiently. With the company's previous contact centre solution, a lot of the analytics and reporting had to be done manually, which was time consuming.

The business had also noticed a shift in customer behaviour, with more customers turning to email to contact sales and support teams, and a corresponding reduction in the number of calls. The business wanted to align calls and email and then go further, implementing a multi-channel solution so that customers could interact with sales and support teams in the way they wanted. That might include web chat and text as well as voice and email.

The team also wanted to ensure any solution was practical for those working from home, while maintaining the best accessibility for customers.

Following consultation with TalkTalk Business, Tarmac Building Products decided to integrate a more modern and advanced Mitel Unified Communications solution. The new service would include all the analytics and reporting the company wanted, alongside multi-channel capabilities.

The solution also came complete with home working licenses, allowing staff to easily switch to home working when inclement weather stopped them from getting into the office. When the pandemic struck, the inclusion of home working options proved incredibly useful to the business.

The solution was also aimed at staff working at operational sites like quarries. These sites would sometimes suffer connectivity issues during periods of extreme weather. Mitel Unified Communications allowed operatives in the field to access the company system from a softphone app on a smartphone, without the need for fixed line connectivity.

For Tarmac Building Products, one of the chief benefits of the Mitel Unified Communications solution is increased visibility. "That's been really important for team managers," Nikki says. "They can immediately see who's on which call and who's busy, and there's also a real-time log of abandoned calls.

These features came into their own during the pandemic, when the company was able to monitor call statistics on a daily basis. The solution allowed for deeper dives into call centre data, allowing managers to measure both productivity and customer satisfaction levels. Analysing this data revealed that customer satisfaction levels actually rose slightly during the pandemic, suggesting that staff were working as effectively from home as they had been in the office.

Away from home working, the solution also gives the business better visibility of customer interactions via email and a more holistic view of the customer journey.

Teams have been able to use the solution's email integration as part of their case management processes. Nikki points out that, as a construction company, their requirement is not the same as a typical retail operation. Customers email in with technical queries and sometimes in-depth questions about product specifications.

Tarmac Building Products has been using a Mitel Unified Communications solution, managed and supported by TalkTalk Business, for over five years. TalkTalk Business's support has been vital to the company's utilisation of the service.

"I'm not a technical person, and I do like to see things for myself so I can evaluate them and work out what the benefits for the business are," says Nikki.

"Whenever I've needed their support, TalkTalk Business has been able to come in and show me the product and help me with my decisions."

With the support of TalkTalk Business, Tarmac's contact centre will continue to become increasingly responsive, data-driven and agile.