



## DSG and Amillan – working together for over eight years.

Amillan provides a managed telephony service to DSG International. Working together since 2001, we now support 700 stores in the UK, Ireland and Czech Republic



**DSG International is one of Europe's leading specialist electrical retailers. They have more than 1,300 stores and online stores, spanning 28 countries and employing 40,000 people. With more than 100 million customers shopping in-store and online every year, their position in the European market is a very strong one.**

**In the UK and Ireland, DSG International's retail and e-tail brands include PC World, Currys and Dixons and across Europe their brands are just as recognisable in their own markets. Operating a multi-channel approach to electrical retailing, DSG International offers customers a comprehensive range of after sales services.**

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### Working together

Amillan began working with DSG International in 2001 when Amillan was chosen to provide a corporate telephony solution. Over time, Amillan became more involved in the business and introduced new technologies and solutions to DSG as their business grew and expanded across the UK and into Europe. Today, Amillan provides the voice infrastructure that supports the following:

- 700 stores
- 17 administration sites
- 3,000 agent contact centre
- 22,000 users

Support is provided 24x7 as part of a managed services contract and Amillan operates a branded help desk for stores personnel to assist them in the day-to-day running of their retail outlets.



Branded helpdesk, onsite engineering resource and 24x7 maintenance are just some of the ways that Amillan supports DSG.

## Telephony

The telephony solution across the DSG group is based on Alcatel-Lucent. The range of solutions from Alcatel-Lucent provides for the full spectrum of requirements from head office to high street branches. Taking into account the communications requirements for each site, the appropriate level of functionality has been provided with different system types for different sites.

Using Amillan ManageCom – the managed telephony service, Amillan provides the following services to DSG International:

- Branded helpdesk at Amillan for all users
- Onsite engineering resource based on DSG sites
- Strategic input into communications
- 24x7 maintenance for all sites

As stores and superstores are refurbished, remaining legacy systems are replaced with Alcatel-Lucent solutions and in the near future, the entire infrastructure will be Alcatel-Lucent.

### Contact Centre

Across 17 sites, the Amillan contact centre solution supports 3,000 agents. These agents work across the group in the following areas:

- PC World Business
- Techguys
- Equanet
- Bruno – Czech Republic
- Internal helpdesk
- Regional sites

In addition to the basic contact centre features, there are some features that add particular value to internal communications and customer service:

- Auto respond for deliveries
- Skills based routing
- Store to store dialling
- Voice over IP across key locations

There are of course many other features to the Alcatel-Lucent contact centre solution and when the business needs to enhance communications, these can be incorporated into the communications environment.

### Maintenance

Amillan provides two types of maintenance to DSG International. As part of the managed services contract, a maintenance service is provided to over 700 operating sites using Alcatel-Lucent solutions.

For sites still using Nortel, Toshiba, Panasonic, BT and Mitel, Amillan provides a multi-vendor maintenance solution to simplify what could otherwise be a complex maintenance contract for DSG.

## The Benefits

Working together since 2001, the scope of the solutions provided by Amillan has increased dramatically and Amillan now works with every part of DSG International in the UK. This is now starting to progress into Europe with Amillan providing solutions and support for stores in Ireland and site offices in the Czech Republic.

### Standardised systems

With Alcatel-Lucent systems covering most of the business, a standard for telephony is now in place to support continuous communications improvement.

### Simplified management

With comprehensive reports available from the Alcatel-Lucent systems, the management of the telephony environment is greatly simplified, giving the business more flexibility.

### Reduced cost

The cost of supporting and maintaining a standard environment is greatly reduced. Enhanced communications processes and automation also help to reduce costs by removing bottlenecks and increasing productivity.

