



Mayflex – Improving customer service with a Contact Centre solution.

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Since its formation in 1917, Mayflex has become a leading distributor of cabling infrastructure, networking and physical security products. Through dedication to customer service and providing a comprehensive and complementary product range, Mayflex has established itself at the forefront of technical innovation.

With a commitment to becoming the installer's partner of choice, Mayflex enjoys an excellent reputation that is founded on their dedication to providing a quality service in every part of the business.

The Challenge

With a high volume of calls coming into the business each day, Mayflex needed a more efficient call handling solution to maintain its levels of customer service. The existing Avaya Index system had reached its end of life and it wasn't capable of supporting the needs of the business moving forward.

As Mayflex already enjoyed a good reputation in the industry they wanted to explore new ways in which they could improve their service to customers. As is the case in any business, enhancing the productivity of all departments was a challenge to ensure operational efficiency, and to support some changes in business processes, Mayflex needed a new telephone system. With heavy dependence on the telephone system as a business tool, Mayflex was also concerned about downtime as any downtime in the business has an immediate impact on sales figures.



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The Solution

Amillan replaced the Avaya Index system with an Alcatel-Lucent OmniPCX Enterprise to support 140 users across two sites in Birmingham and St. Neots. An OmniGensys Enterprise contact centre was also provided for 60 agents at the Birmingham site.

Prior to installing both solutions a full analysis of the communications flow in Mayflex was undertaken to identify bottlenecks and to determine the areas where business process change would help to improve efficiency. Once this was completed, the telephone system and contact centre were configured to accommodate these changes and to give Mayflex an optimised system.

Skills based routing was set-up to allow callers to have the best chance of first call resolution and to make the most of the technical knowledge in Mayflex. Calls are routed based on a number of criteria – geography, technology, account manager, or a call can be routed to the department that needs to speak to the client most urgently. With this level of granularity, calls are very quickly put to the right department and the right person, giving clients continuity and a speedy resolution to queries.

Contact centre agents were also provided with desktop presence, which now means they can very easily identify which colleagues are available to take calls should they need to transfer clients to get queries resolved. Agents can see how they can best contact colleagues at any one time – a colleagues location can be determined by status updates which can be set to “in a meeting” “on the phone” “on my mobile” “on email”. The calendar can also be used to determine a person’s location and availability.

As clients are now using more email to contact Mayflex, Amillan are blending it into the contact centre solution. This means, that emails will be processed with the same urgency as telephone calls. At different times, email volumes or telephone calls can peak and priorities will be changed to focus resource where it is needed most.

The new system provides the platform on which Mayflex can make even more improvements by incorporating new technologies as and when the business needs them.

The Benefits

Having changed from an ageing system to an IP Telephony solution, Mayflex started to realise the benefits immediately. Performance, reliability and scalability were immediate improvements and with the contact centre added in, communications in the business was transformed.

Improved customer service

Calls are answered quicker and resolved more effectively first time. Agents are matched to calls that they can add most value to, and clients benefit from the improved efficiency in all departments.

Increased business output

Business process efficiency has increased the output of the business using the same resources.

Business agility

The business can respond more quickly to changes in demand and agents can be dynamically allocated to deal with telephone or email peak times.

Simplified management

Reporting from the telephone system and contact centre helps management to plan and allocate resources more effectively to ensure productivity is maximised at all times.

The Future

With an IP Communications platform now in place, the opportunities for Mayflex are many. New technologies and new applications can be easily added to further enhance the performance of the business. Unified Communications is one such area and incorporating this into the solution will provide Mayflex with ultimate efficiency, allowing them to excel at customer service.