

Case Study



Customer

Interflora

Industry

Retail

Project

Workforce management

Solution

QMax™

Interflora handles peaks in demand through improved staff resource management

The Challenge

With Interflora's inbound call centre operations typified by fluctuating high peaks and low troughs in call volumes, scheduling the level of work has become a critical balance of accurately predicting the staff numbers needed, while maintaining flexibility in the working environment. The majority of staff are part-time, so providing flexibility from the staff's point of view is important.

Prior to automating, it was necessary to plan staff scheduling six weeks in advance and any changes to the rotas caused a great deal of pressure on management.

To manage both employees and erratic call volumes better, Interflora looked for a way to automate its staff scheduling processes. Following a review, Interflora opted for QMax Workforce Management software, as it was the easiest to use and was the solution which best fitted with their existing ACD.

- Faster response to fluctuations in demand without hiring many more staff
- Increased flexibility boosts staff morale
- Reduced staff turnover
- Improved data from financial reporting aids management decisions



“QMax has meant that the call centre can run on fewer staff. In terms of the time it takes to plan the rotas, what used to take two days to do now takes ten minutes. In terms of the gap needed between planning and implementing the schedules, what used to take six weeks is now down to just one.”

Jayne Henry
Sales and Operations Manager

The Solution

The QMax solution was rolled out to manage around 250 staff in total across three sites and allows much of the workload to be built around staff availability.

The automated system has simplified managing rotas and absence whether it is planned or unplanned.

The Result

Generally, the solution has boosted the centre’s ability to operate without having to employ many more staff, but when the need arises, the financial reporting capabilities mean Interflora can produce detailed justification for recruiting. As Interflora is a non-profit-making Trade Association owned by its member florists, improving the link between the call centres and the finance department has presented additional benefits.

Netcall is one of the UK’s leading providers of Customer Engagement Solutions.

Netcall’s product suite delivers compelling solutions for end-to-end customer engagement, incorporating Intelligent Contact Handling, Workforce Optimisation, Enterprise Content Management and Business Process Management.

Netcall’s customer base contains over 750 organisations in both the private and public sectors. These include 80% of the major UK multiplex cinemas, over 70% of the NHS Acute Health Trusts, major telecoms operators and leading commercial organisations across many sectors.