



## success » story

Staples take a leap forward in customer service by adopting an *intelligent* approach to contact management.

**intelligentContact™** from **mplSystems** allows Staples to handle all customer contact media in a single prioritised queue and dramatically reduce handling time through an **intelligentDesktop™** enterprise mash-up.

The new, mash-up, approach of constructing contact centre applications allows them to be designed around the agent whilst focussing on specific customer orientated business processes. **mplSystems** does this by selecting from its own extensive library of contact centre applications and quickly combining them with data feeds and other web sources already available in Staples' own applications. The ability to quickly make changes to contact centre processes and publish them live within hours provides a dramatic change in business flexibility. The initial applications used extensive elements of the **iContact** platform including its trouble ticketing system, email, digital call recording, dynamic reports and integrated ACD.

### BENEFITS

- » Improved access for customers
- » Simple and productive agent desktop
- » Unrivalled flexibility to serve customers
- » Low cost and fast implementation
- » Ability to overflow calls in high season

### REACTION

Sean Godding, Customer Services Manager at Staples, explained:

*"We have been impressed with the comprehensive scope and flexibility of the mpl Systems' solution. This gives us a platform to deliver improved customer service now and in the future".*

Paul White, CEO of **mplSystems**, commented:  
*"We are delighted to be working with Staples in their drive to maintain a consistently high level of customer service. Our enterprise mash-up approach to providing the contact centre desktop will quickly deliver an improved agent and customer experience".*

### BACKGROUND

Staples UK – the chain of office supplies superstores serving businesses, people who work from home, families and schools – has rapidly grown since its first store opened in 1993, with 136 stores nationwide and new stores opening every year. Staples were keen to ensure their customer service remained of the highest quality and could manage every channel of communication.