



## Case Study: Toga Group

Established in 1983 and initially focused on medium sized residential and commercial developments, Toga Group now employs in excess of 1800 staff in Australia, New Zealand and Europe. The company's successful expansion and diversification has allowed the company to now operate in a number of integrated areas such as: property development; design; construction and project management; investment and asset management; funds management and hospitality management.



### Scenario

Toga Group's call centre system was supporting 15 agents and whilst serviceable, was making its limitations apparent to its users and Toga Group customers alike.

The call centre did not have a central directory configured, so agents depended on Excel lookups to search for contact numbers to which calls could be directed. This added to the length of time required to service calls. After hours, the call routing and Interactive Voice Response (IVR) capabilities were limited to such a degree that for each hotel brand managed by Toga Group, one branch was elected to receive all reservation calls and hotel staff had to manually route calls to the appropriate branch. The setup was cumbersome at best, and often resulted in guests being booked at the incorrect branch.

Other issues with the call-centre were related to the difficulties in quickly extracting meaningful business intelligence from the system, such as usage reports that are typically used by executive management.

### Solution

After considering phone systems from other vendors such as Alcatel and Mitel, Toga Group opted for Cisco's IP telephony call processing system, CallManager. In addition to its numerous features, this phone system fully integrates with Toga Group's new call-centre system, Cisco's Unified Contact Center.



The new system was implemented by Cisco Premier Partner, The Specialist, as part of the relocation of Toga Group's head office which proved an excellent opportunity to establish an ideal infrastructure for the unified communications system.

Toga Group's IT team have been trained by The Specialist to manage the day-to-day operations of the system, and Toga Group also has availed themselves of

The Specialist's Committed Response service, which grants them 24 x 7 x 4 hour response to The Specialist's engineers in the event of any advanced abnormal conditions on their network.

### Outcomes

Toga Group now has a feature-rich call centre system that is utilised effectively by its agents to better service customers on a number of levels. IT Manager, Nick Bell, remarks on The Specialist's role in the implementation as follows:

*"They were committed to installing the system that we purchased and configuring it to our needs"*

The online directory and easy to use call system has allowed call centre operations to decrease the average time required to service calls. Further, the IVR system expertly implemented according to Toga Group's complex requirements, allows customers to be automatically routed to the correct branch of the hotel required. This minimises the confusion, errors and delays associated with the previous setup, as well as markedly alleviating the work load of the hotel staff previously responsible for fielding all after-hour calls.

Other benefits for Toga Group include significant cost savings through intelligent least call routing and the GSM gateway configured by The Specialist. Additionally, staff costs are lower since the introduction of the IVR system and from the more efficient allocation of resources based on insights gained from the transactional and historical reports configured by The Specialist on the new system.

As already mentioned, Toga Group gains peace of mind from having access to The Specialist engineers within a very short period of time if required. Bell, is very pleased with the relationship with The Specialist, remarking,

*"They certainly do go beyond your stock-standard client relationship...and we're more than happy with the service they provide and they're availability to us as a customer."*