

# case study



**Client:** One of the Top Five Optical Retailers in the World

**Project:** Implementation of an Epiphany software based Call Centre Solution

## Project Description

Chaucer was introduced by the software manufacturer as a company with a track record of successful IT project implementation.

Chaucer was invited by this major European chain of Opticians to support their Call Centre automation activity. The key client objective was to fulfil their need to improve their call centre operations by automating many of the processes and information flow to support future planned growth.

The scope of the project was 'to ready' the organisation for a computerised Customer Relationship Management (CRM) solution based on Epiphany software.

Chaucer's remit was not only to provide the technical elements such as server set up and configuration and installation of the Epiphany software, but also to deliver project and change management support to ensure that the business change was embedded within the organisation.

## Chaucer's Scope

- Build server and install into client data centre for hosting, development and User Acceptance Testing activities
- Install Epiphany and associated software components
- Using the Epiphany IDE configure user screens to meet call centre requirements
- Front End Build - customer screen design, retrieve customer information, request screens store -2 - store, rollout
- Project management, functional expertise to the business and technical experts to configure the software.
- Planning, resource scheduling, progress monitoring and tracking
- Project accounting and budget/project cost control
- Produce draft training materials
- Process development and documentation including management reporting tools
- Issue & risk management and mitigation

## Benefits:

- The project was highly successful and fully delivered the customised Epiphany infrastructure required by the client - as well as the correct processes to implement the CRM system.
- This meant that our client would now have the potential to manage their ambitions for future growth and handle larger quantities of orders and calls.
- Embedded within the organisation, we were able to develop a deep understanding of existing retained company processes to ensure that the software solution was modified to meet the unique needs of the client. This in turn minimised the impact of change within the organisation and allowed for processes to be embedded swiftly.
- This was a very difficult and demanding project that was delivered on time and under budget - and exceeded the client's expectations.

