



# Case Study:

## Maintaining High Levels of Customer Service Across the UK

### **SPS obtain a national contract for the provision of Out of Hours Call Handling**

Our customer is one of the UK's leading suppliers of products, systems and services to the traffic industry, and employs over 450 staff throughout the UK,

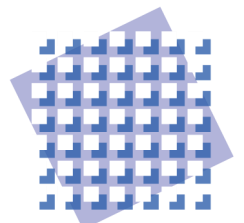
Nationwide they control a network of over 300 fully trained and certified engineers and technicians employed on a wide variety of supply, installation and term maintenance contracts, in both urban and motorway environments.

Like many organisations throughout the UK, our customer employed the services of a contractor to manage its Out of Hours Call Handling service, enabling the company to maintain a seamless 24-7 operation. Unfortunately they were greatly dissatisfied with the service offered by their supplier, which is not an uncommon problem, and sought to absolve them of their responsibilities at the earliest convenience.

Andy Knowles, Director of Operations, wanted to replace his existing supplier with one that could handle calls throughout the UK and deliver a professional service. Through his communications and meetings with Shirley

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## SPS Doorguard Limited

Duffus, Director at SPS, a clear set of service objectives were devised:

- Provide a professional service
- Increase levels of customer satisfaction
- Handle all UK calls and coordinate nearest engineers
- Record and summarise all incidents
- Generate reports daily, weekly, monthly or on demand
- Brief SPS team on special contract instructions the customer has with Local Authorities
- Improve upon service service provided by previous supplier

The contact was awarded to SPS on 3rd November 2008 and yielded almost instant results, with improved efficiency and reporting evident on day 1. In all, the service required SPS to react to problems, coordinate engineers and report incidents and progress to the customer's team on a daily basis. If a traffic light should fail anywhere in the UK, SPS will take the call, determine the nature of the problem and immediately despatch the most appropriate engineer to rectify the problem. The customer's Call Centre then receives a summary of all incidents reported throughout the night, along with updates as to what problems were resolved and which failures needed to be corrected during the working day. Other reports are sent to the customer's depots across the UK detailing the specific workload passed to engineers during the night.

Shirley Duffus, Director at SPS, noted: "In a very short period of time our Call Centre team familiarised themselves with all the different types of traffic light signals that are in existence around the UK and their respective site code numbers. Both we and the customer were extremely proud of how well the team got to grips with the variety of special contract instructions which our customer has with Local Authorities throughout the UK, including response times and delivery expectations. This was a key aspect of the service and helped us to deliver a seamless switch over from the customer's team to ours and, maintain the levels of customer service expected of us by their customers".

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