



Customer

Tiscali UK Ltd

Location

London



Business

Provision of a wide range of IP technologies for consumers and business users, including Internet access as well as voice, VoIP and multi media. At the heart of the company's success, is its expertise in providing Internet access, both dial up and broadband ADSL direct to the home and also, via its Business Services division, to thousands of corporate clients.

Net Lynk Group Services Provided

Hardware sourcing, warehousing, order fulfilment and distribution and white mail handling.

Since Tiscali was launched in 2001, it has grown to become one of the largest Internet Service Providers (ISPs) in the UK, with a global customer base of 3.2 million active users. Today, with up to 35,000 new consumers registering for home broadband each month, Tiscali needs to ensure that it can process orders quickly and efficiently to maintain a high client retention rate.

Using Net Lynk's order fulfilment services, the company is assured of professional customer service at all times and within strict timescales, ranging from sourcing hardware, to distribution to order tracking, as Bal Atwal, Purchasing Director at Tiscali explains:

"At Tiscali, our goal is to make the Internet accessible to everyone, so we want to concentrate our efforts on providing high-quality, easy to use products and services, both in the home and at work ... and can be confident in leaving the day-to-day order fulfilment to the experts at Net Lynk."

Daily Operations

Having worked with a number of ISP broadband providers, Net Lynk has been instrumental in helping Tiscali choose the most appropriate range of modem hardware for its customer base, which is stored in a purpose-built warehouse ready for next day distribution.

The company has also developed a bespoke Internet portal for Tiscali, which enables the company's customer service agents to log details of all new customers requiring a set-up pack, or existing customers that need new hardware to replace faulty or unsuitable equipment.



At the end of each day, a delivery schedule is created automatically and sent through to Net Lynk for processing. Under the terms of the agreement, new broadband customer orders are dispatched the next working day, helping Tiscali to respond quickly at all times and ensure high customer satisfaction.

For consumers requiring both Broadband and television services from Tiscali, the hardware orders are first sent to Net Lynk for picking. All of the day's orders are then dispatched in bulk to Tiscali's main warehouse, so that the engineer can take the modem with him when he visits the customers home to set up the television service.

A Perfect Portal

The shared portal is proving an excellent tool in helping Tiscali to better meet its customers' expectations as Mr. Atwal explains. "We had an issue some months ago, where we would dispatch a modem to a new customer, on time and to the right address, but were then unable to identify why replacement hardware was being despatched to the same customer.

Net Lynk was able to modify the portal to enable our call handlers to capture the reason for a new delivery, including specific categories to log whether the equipment was faulty, had parts missing or had not been delivered in the first place. In turn, this is enabling us to identify where we may have a technical or reliability issue with a particular piece of hardware, where we need to improve our technical support or where we need to focus our training."

White Mail

Although Tiscali communicates with the majority of its customers via email and the Internet, the company still receives a high volume of postal mail, including payments by cheque, change of address notifications and general correspondence. The company's goal is to respond to this 'white mail' just as quickly as it can electronically and, in March 2008, it began to use the services of Net Lynk to handle all of its incoming post - in volumes that can exceed 8,000 items each week!

Previously, Tiscali's call centres had dealt with any post that they received, but the company had no real visibility or traceability over its speed of response. Now, all of the company's mail is rerouted automatically to Net Lynk where it is opened, sorted, scanned and loaded on to the shared portal according to the type of mail. Tiscali's agents can then view each item of post and deal with it accordingly.

In addition, any letters that Tiscali needs to send in response, approximately 250,000 each year, are loaded on to a dedicated area on the portal and are printed and despatched by Net Lynk.

Mr. Atwal adds, "The new white mail sorting system has really improved our speed of customer response. We set Net Lynk a target of dealing with our post within 24 hours of receipt, but in practice, the company is performing much better, typically turning correspondence round the same day."

Mr. Atwal continues, "For Tiscali, this system highlights two of the real benefits of working with Net Lynk. Firstly,



it proves what a great asset the shared portal is, as we are able to receive and deal with issues on the same day. For example, we noted that correspondence for our Chief Executive Officer, Managing Director and other members of the senior management team was not being dealt with as swiftly as necessary, so now Net Lynk ensures that it is filtered out separately, so that when the agent receives it is treated as an urgent priority.

Secondly, it proves what a fantastic working relationship we have with Net Lynk and how the business has been able to tailor a comprehensive support package for us, unique to our requirements.”

Different Brands – Same Approach

Since Tiscali UK’s launch, the company has acquired a number of brands including Tiny Online, Gateway ISP and Pipex, but, as Bal Atwal explains, “We wanted to be sure that we adopt a standard fulfilment that goes across all our brands, to ensure all our customers receive the same levels of service and support.

Net Lynk has built us a highly bespoke, tailored fulfilment solution that meets our precise requirements and most importantly, satisfies our customer demands. That’s the benefits of working with Net Lynk; we see eye to eye and are able to work together to deliver what the business needs, when it needs it.”

Commenting on the success of the relationship with Tiscali, Mark Fletcher, operations director from Net Lynk said, We are very proud to be Tiscali’s fulfillment partner and work closely with Bal and his team to ensure that we provide excellent customer service at all times; by ensuring that we meet all of our agreed performance levels and by delivering the right goods, on time to Tiscali’s valued customer base.”

The Net Lynk Group

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