



MANAGING COSTS AT IKEA'S UK STORES

THE COMPANY

IKEA offers a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible are able to afford them. This is the idea at the heart of everything IKEA does, from product development and purchases to how they sell their products in IKEA stores globally. IKEA has 27 distribution centres and 11 customer distribution centres in 16 countries.

THE OPPORTUNITY

Key to ensuring expenditure is kept within budget for a large organisation includes controlling costs for telecommunications. WCGL realises that keeping an eye on the cost of calls between a network of stores and suppliers forms part of the overall strategy in maintaining telecommunications budgets. Also the need to know how efficient those stores are in answering and responding to customer enquiries and, equally importantly, how their communications systems are handling those calls while ensuring that calls are not being lost because of insufficient network capability.

THE SOLUTION

Following consultation and a live trial IKEA deployed Elephant Call Management in their Warrington store in 2004. Installations in their stores in Croydon, Brent Park and Rotherham followed. One of the key factors in companies choosing Elephant Call Management is its availability as a single version, single licensed application that is easy to install, use and maintain. From determining how quickly a call is answered to identifying lost calls and potential lost sales, Elephant Call Management assists in maintaining high standards of customer service.

WCGL

Wills Consulting Group Limited (WCGL) was established in 1991 and Elephant Call Management was launched in 2002. Elephant Call Management has been developed to increase operator efficiency while providing accurate calculation and complete management of all your telephone costs. The user friendly interface and easy to configure reporting facility, enables companies to create and manage carefully designed reports. These reports can highlight any shortcomings, measure

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