

SASKTEL HOSTED CONTACT CENTRE

REPLACING A PHONE SYSTEM WITH A BUSINESS SOLUTION.

Following the installation of the Hosted Contact Centre (HCC) solution at West Wind Aviation, Dennis Baranieski takes the time to sit down with SaskTel and reflect on the experience.

"In our business if the phones don't ring, we don't have customers."

— **Dennis Baranieski**, VP Business Development & Customer Relations, West Wind Aviation



DENNIS BARANIESKI ANSWERS QUESTIONS ABOUT HOSTED CONTACT CENTRE

West Wind has made a major transformation in its communications technology. What sparked the change?

Dennis: We had our phone system, but it was old, so that was the first thing we wanted to change. We also had a call centre, and it was also old. So we called SaskTel and they brought a whole project team with them, including a project manager who sat down and looked at what we were doing presently and asked what we wanted to accomplish in the future. They listened very well, took that information away, and came back with options for us to consider—things that weren't covered before like redundancy, the ability to move our call centre to different remote sites, things of that nature. It allowed us to do some creative exploring of things we wanted to accomplish and ways that we could be more responsive to our customers and our people.

What challenges did you want to address?

Dennis: We had been looking at ways to better meet the needs of our customers, whether it was shorter queue times or being able to shift our call centre to another location that offered a choice of language. We've now implemented a Dene call centre in one of our remote communities because a lot of our clients who fly to and from the north prefer to speak Dene. We have Dene-speaking employees and it was a good fit. This solution allows us to shift the call centre from a southern location into the north with the press of a button.

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Did you consider other options? What were they?

Dennis: We didn't look beyond SaskTel, but they gave us options. They listened to our needs. Then they came back with more than one solution. Initially, we weren't thinking of a hosted call centre. We were thinking it would be on our premises, but then we started looking at the features—information security, confidentiality, and flexibility. One thing that was very encouraging was that the Hosted Contact Centre solution reduced our monthly operating cost by a third.

Is it important that calls can be routed to specific individuals or departments?

Dennis: We position people in roles where they're multi-tasking at various positions within our facilities or within our region. If, for example, we had call centre individuals who were ill and we had no staff here, this solution allows us to move those calls into other areas or other remote locations seamlessly. The customer wouldn't know there was any change in our operations whatsoever. That's important in the business and service industry we're in.

Was business continuity an important part of your decision?

Dennis: Our phone system is our lifeline to our customers. A lot of our business is based on being an on-demand charter service, so we have to be able to respond to all incoming calls. Typically, customers book a week in advance for their travel but, if we're not operational on a day-to-day basis, they will go elsewhere. A disaster that would keep us from communicating with our customers would be a disadvantage. With our new solution, our maintenance centre houses the call centre for our operations, but the administrative centre could be put into play very quickly. If there was some catastrophic event, a waterline break that blew out a number of pieces of equipment for example, this solution would allow us to remain operational.

How do you find the quality of the service—both your new phone system and HCC?

Dennis: We've had great use without any interruption, and very little learning curve as far as getting our people up and going. The training met our expectations and hopefully helps us exceed our customers' expectations.

If you were recommending HCC to other businesses, what would you tell them?

Dennis: It's more cost-effective than our former system. It is state-of-the-art technology that's moving very quickly, and we're very confident that we can expand this particular solution to meet our needs in the near and distant future.

Do you think your needs might change over time?

Dennis: Our company is in a strategic growth mode. We're looking for new opportunities for profitable growth, and that means finding new ways to manage our IT and keep our people productive. The HCC solution is helping us do that.

Let's start a conversation.

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