



Communications case study

McQueens Dairies

Implementing cloud-based telephony to improve customer experience.

McQueens Dairies are a family run business who have been restoring the traditional doorstep milk delivery service for almost three decades. Their business is a supplier of home dairy products throughout Scotland & the North of England.

Following some challenges with their existing system, McQueens partnered with Kick to implement a modern cloud-based telephony platform. This included a browser-based Contact Centre platform and the integration of multi channel voice, email, chat and SMS, providing them with the necessary flexibility and scalability to support their growth. The advanced features offered by the new system, including advanced analytics, mobile integration, and video conferencing gave them greater control over managing their inbound and outbound traffic during peak times, improving their customer service journey and delivering a better experience for their customers.

Key project milestones:

- / Implementation of a cloud-based telephony platform
- / Implementation of a browser-based Contact Centre platform
- / Integration of multi-channel voice/email/chat/SMS

George Paterson, Head of Telecoms at Kick commented: 'One of our most significant challenges was to facilitate the change in the 185-user live system without causing major disruptions to McQueens' daily operations. Given that McQueens handles 2-3k calls per day we knew it was essential to ensure a seamless transition.

To achieve this, we oversaw the entire process of building the new platform, planning inbound and outbound routing, agent groups/users, and supervisors reports and call recording. We opted for a cloud-based platform that was browser-based for agents, allowing for a complete platform with virtual numbers to be created for rigorous system testing and staff training before going live.

With our approach, the downtime required for porting numbers was limited to a mere 15 minutes, an excellent result for the business whilst facilitating a swift transition to the new cloud-based platform. Ultimately, McQueens were able to resume their operations with minimal interruptions, and we were proud to have successfully managed this project.'

“Implementing a new system which incorporates all aspects of your business is challenging and not to be taken lightly. Kick were able to help and support McQueens and make recommendations to benefit the operations of the business moving forward. Kick worked closely, and still do, on the continuous improvement of our new cloud-based platform.”

Norman MacPhail / Office Manager

