

# Grand & Toy Increases Productivity and Customer Satisfaction While Reducing Operating Costs



Grand & Toy  
Don Mills, Ontario, Canada  
www.grandandtoy.com

## Industry:

Retail & Distribution

## Oracle Products & Services:

Oracle Telephony@Work  
CallCenterAnywhere

## Key Benefits:

- Enhanced customer satisfaction and reduced transaction times and associated costs
- Empowered front-line managers with real-time adaptability to meet changing needs
- Unified geographically dispersed sites with centralized infrastructure
- Eliminated ongoing programming, integration, and regression testing requirements of legacy systems

*“Ultimately, improving the overall quality of our customer interactions was the biggest driver for us. Oracle Telephony@Work CallCenterAnywhere met and exceeded our expectations in helping us do just that.” – John Melodysta, Vice President, Information Technology, Grand & Toy*

As one of Canada’s leading single-source suppliers of office products and technology solutions, Grand & Toy (a division of Office Max, a Boise Cascade company) constantly searches for ways to improve customer satisfaction and employee productivity, while continuing to drive down operating costs. Founded in 1882, the company offers its commercial customers more than 7,300 office products and access to thousands more through its seven distribution centers, its Web-based ordering system, and more than 70 retail stores across Canada.

In 2003, Grand & Toy decided to streamline its technical operations to centralize individual site technologies, consolidate business processes and customer communications, introduce more flexibility to achieve increased productivity, and ultimately improve overall customer interactions.

To achieve these objectives, Grand & Toy turned to Oracle Telephony@Work CallCenterAnywhere solution, which provides the company with the technical means and flexibility to deal with the growing demands of its business. CallCenterAnywhere enables Grand & Toy to continue its focus on improved service by empowering management with the ability to make on-demand changes and focus on real-time customer service.

## Increasing Customer Satisfaction

Enhancing customer service was Grand & Toy’s biggest corporate driver for deploying CallCenterAnywhere. “Customer service provided over the telephone or accessible from any communication device was an important ingredient to our enhanced customer experience plan,” said Dan Faveri, National Operations manager at Grand & Toy. “CallCenterAnywhere

**“Telephony@work  
CallCenterAnywhere  
empowered us to unify  
our organization, increase  
per-seat revenue, and  
reduce our operating  
costs quickly, easily, and  
without business  
disruption.”**

John Melodysta  
Vice President, IT  
Grand & Toy

allows us to offer consumers new channels of communication such as e-mail and chat, which will be routed in one unified queue to the best-qualified agent, regardless of agent location, using weighted skills-based routing.”

“Since rolling out CallCenterAnywhere, Grand & Toy has improved customer service, enhancing agent visibility and monitoring along with significantly improving our disaster contingency planning,” Faveri said. “We have come a long way with CallCenterAnywhere and feel good about our ability to work within our budgeted return on investment.”

### **Reducing Operational Costs**

CallCenterAnywhere’s browser-based, thin-clients enhanced Grand & Toy’s improved service strategy, providing IT savings by eliminating desktop administration costs at each location. The new solution also enabled agents at any Grand & Toy center to login from any desk without IT department intervention. The ability to apply skills-based routing discipline to get calls to the right people, regardless of their physical locations, offered Grand & Toy even more cost savings by reducing per-call transaction times through improved productivity. Grand & Toy has also improved customer satisfaction as it has reduced transaction times.

The simplicity and self-management capabilities of CallCenterAnywhere eliminated Grand & Toy’s reliance on professional services by empowering front-line managers to make on-demand business process modifications in real-time, thus enabling its contact center supervisory staff to manage the network themselves, without help from the IT staff. “This approach makes contact center management a lot more exciting than it used to be,” said John Melodysta, vice president of IT for Grand & Toy.

### **Why Oracle?**

When selecting the Oracle Telephony@Work solution, Grand & Toy recognized the importance of finding an efficient means to easily consolidate and communicate between geographically disbursed sites. Further, Grand & Toy required a comprehensive and flexible solution. Grand & Toy’s contact center supervisors benefit from the fact that CallCenterAnywhere provides the ability to administer moves, adds, and changes—regardless of

geographic location in response to changing queue locations. They can login to administer changes through the internet, thus eliminating issues related to geography and specialized skills.

“The ability in the CallCenterAnywhere solution to deploy one common software and hardware infrastructure spread out across our sites was a key differentiator from the other solutions we had considered,” Faveri said. “We knew with this capability we would gain significant economies of scale by only needing to purchase a single pool of agent licenses and a single hardware infrastructure for our sites, which would greatly expedite our return on investment.”

*Founded in 1882, Grand & Toy is a leading single-source supplier of office products, office furniture, paper, and technology solutions in Canada.*