



Thameslink Trains Uses The XMU+ To Improve Customer Information For Passengers

Overview:

Thameslink Trains, which provides the only north-south link through central London, has drastically improved its customer information service through the installation of Intermedia's XMU+ announcement and call processing system from SOH. Installed as part of an upgrade of Thameslink's customer information services, Intermedia's XMU+ has expanded services offered to travellers by providing Thameslink with increased flexibility to constantly update recordings.

Problem:

Thameslink had used an Intermedia MMU hardware unit at their City Station since 1992. The system was still functioning perfectly but announcement updates were getting more frequent, often involving as many as two updates every couple of hours, and this required a lot of people to be involved.

Solution:

It was decided that the MMU unit should be updated with new hardware that would allow Thameslink the flexibility to expand the services offered on their information line. With a view to improving the caller experience at Thameslink, SOH not only installed the hardware but also was instrumental in providing a tailored solution that included some voice and scripting support to members of Thameslink staff.

The MMU was replaced with an XMU+ containing an 8-port hybrid line card and a 16-minute memory module. The system now delivers a variety of messages to callers -- without requiring a dedicated port for each message. The XMU+ enables Thameslink staff to easily and instantly change any announcement message so callers only receive the most up-to-date information. Messages can be scheduled to play on certain dates for holidays and events, or can be activated during peak calling times to notify callers

of delays. It can also be used to prompt callers to have information available before talking to a live agent (credit card or account information, etc.)

Benefits:

The XMU+ helps Thameslink provide passengers with better customer information and makes more productive use of existing personnel. "The XMU+ is playing a key role in facilitating remote, flexible management of a solution for Thameslink whilst enabling the delivery of high quality audio over the telephone system", said, Rob Farnham, Managing Director of SOH. "It was fundamental in the success of this project which has received positive feedback from Thameslink's customers."

"It is important that we provide our customers with clear, up-to-date messaging. We have used Intermedia announcement and call processing systems in the past and have always been delighted with the product quality and reliability, as well as the after sales service provided by SOH. Intermedia's XMU+ was chosen for its reliability and ease of use. It is not only a cost effect system that enables a more productive use of our personnel, but it also provides us with data on the number of people calling the information line."

Ginny Chart

ThamesLink Retail Services Manager

Thamesink Trains:

Thameslink Trains operates a rail service for 120,000 passengers a day over 150 miles of track from Bedford in the north, through central London, to Brighton in the south. The company also serves the London suburban area of Wimbledon - Sutton - Carshalton as well as the two important London airports Luton and Gatwick.

About SOH:

SOH is the market-leading creative audio company for on-hold, in-queue and automated call handling. Over 12 million people listen to their productions each week.

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