

CASE STUDY

International Numbering

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The Hut Group

WMX Global supplied online retail company The Hut Group with an international numbering solution, enabling the business to provide telephone support for European customers for the first time. The Hut Group's 120 UK based call agents now handle telephone enquiries five days per week across a number of territories, giving the organisation the ability to be local and keep pace with European customer demand.

Background

Established in 2006, The Hut Group is the UK's leading multi-website online retailer. With a rapidly growing international presence and sales approaching £200 million, its global websites specialising in health and beauty, gifting, sports nutrition, fashion and entertainment attract six million unique users per month.

The business wanted to expand its support services in key markets beyond customised local language websites, email support and live chat functionality. Having worked with WMX Global for five years on its UK numbering solutions, it was the first port of call to help the business establish a European presence.

The challenge

With international websites in territories including Germany, France, Spain and Italy, The Hut Group wanted to best serve new and existing customers. With its websites already designed to meet the specific requirements of local customers, it wanted to introduce local telephone numbers to assist those looking for advice ahead of making a purchase.

John Dawson, IT Team Manager for The Hut Group explains, "We wanted to simplify and localise the experience for customers who need assistance. Our business is built on a scalable infrastructure and because our international operations are growing so rapidly we needed to evolve to offer a more personalised experience to customers beyond email support and live chat."

THE SOLUTION

WMX Global supplied the business with international local numbers for each website in its European territories. All international local numbers are passed through a single 0161 number in the UK via a SwyxLink phone system and fed into The Hut Group's head office in Cheshire. From here calls are directed to the relevant local language customer service personnel.

THE RESULTS

An increase in sales –

The Hut Group saw a significant uplift in sales following the introduction of global numbering solutions in Germany and France – both key markets for the business. The service has helped the brand extend its reach as customers are now able to speak with agents and get answers to queries immediately, five days a week, increasing at peak times of the year.

All numbering and billing provided on one platform –

The business has a single bill for its entire network of numbers. WMX Global has worked to translate billing into a format that best suits the company's needs too, enabling them to best understand the call information coming in from international numbers. This has saved The Hut Group time and money as staff have better visibility of which numbers are most profitable. They do not have to rectify and validate different bills in different currencies from different countries either.

Simple expansion –

Requesting a new number to add to the international fleet is a straight forward process. WMX Global controls sourcing, costing options and hooking these up to the 0161 number. Having a scalable solution in place has enabled the company to increase its global capacity and seek out new opportunities to target different areas and cities.

Compliance with impending OFCOM regulations –

Using its expert knowledge on the impending OFCOM changes set to hit B2C businesses from July 2015, WMX Global advised The Hut Group on the right solution for its business model. It advised a switch from UK 0844 numbers to a local number and an adjustment of its international numbers from a local rate number to a 0161 number to ensure compliance. The business now has a 0161 number through which all calls are passed and is clear about how call charges must be communicated to consumers.

24/7 support services –

Should there be a need to call on support services, The Hut Group has confidence WMX Global can resolve issues fast. Having this safety net in place has freed the IT team up to spend time and effort on other activities to help grow the business.

John Dawson concludes, "As The Hut Group continues to grow it knows it can trust WMX Global to source and manage its numbering solutions. It is an exciting time for us as we're looking to expand into the USA and China. We want to provide our customers with the best possible service and have faith WMX Global can help us on our journey as we look at new areas to expand into."