



Meeting the needs of customers

Who would have thought that a small, family-owned, Sydney-based road freight business started in 1949, Thomas Nationwide Transport, would evolve in the 21st Century into a world-wide logistics company with 14,500 employees in the UK alone?



The move into the UK took place in 1978 with the purchase of InterCounty Express Limited at Stubbins Mill, Ramsbottom, Lancashire, which, until recently, was the UK HQ and remains an active location.

In 1996, the company was bought by KPN, the Dutch postal and communications organisation, and re-organised to comprise TNT Post Group, TNT Express, TNT Logistics and TNT Mail.

TNT now employs over 100,000 people in 200 countries, with a mission to “be the fastest and most reliable express delivery provider”. Within the UK, TNT delivers 100 million newspapers weighing 23,500 tons and over 28 million magazines weighing 7,000 tons every week. They also deliver over 1 million loaves of bread to supermarkets every day.

TNT operates one of the world’s largest privately-owned fleet of aircraft, road vehicles and motorcycles.

As the Company has grown, so telecommunications have played a developing role in the continuous improvement of the business. As a result, BTS was selected in 1986 to provide a telephone management system at the Stubbins Mill location, with call data retrieved from a network of switches using dial-up data collection.

When Paul Beedell was appointed Group Communications Manager in June 1999, his brief was to oversee the expansion and management of all voice communications in the UK and Ireland.

To help manage the increase in business, more sophisticated information was required and for this Paul and his team turned to BTS.

BTS’ call monitoring provided TNT Management with the information they required to help further improve the quality of service offered to customers both internal and external, and to look at cost, productivity and network capacity.



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The productivity-focused elements of the analysis allowed TNT to:

- measure response times
- assess performance against target for bonus schemes
- obtain statistics on the number of calls answered
- measure average call duration
- identify training needs

TNT could now work on a number of principles fundamental to its business:

- looking at ways of doing things better
- ensuring that, when ever possible, a person answers the phone (something of a novelty these days)
- being the "best of breed" at answering the phone

As TNT continues to expand, with more people and sites, the need to concentrate on the core business, and devolve other activities to those with the necessary experience, has remained critical.

In 2000, TNT awarded BTS Managed Services a five-year contract to provide call management information for 53 locations. TNT had looked closely at the marketplace and Paul Beedell says that "BTS won hands down on price and on service".

Within a three-month period, the award of the TNT contact and two other major contracts has made BTS the largest supplier of managed service call logging in the UK, with over ½ million extensions logged.

Paul states that the value of the information BTS supplies "is to show the businesses what they actually do." Today the TNT UK network has 7,500 extensions, 3000 mobile phones, and 600 fax machines, and carries well over 150,000 incoming calls per week. At the Atherstone head office, the 4 operators handle 4,500 calls per week, with 30,000 calls via the contact centre. TNT now has 55 contact centres in total.

TNT managers receive, via email, weekly and monthly reports from BTS, providing statistics for their particular site and area of operation, whilst central communications management receives an overall picture of site and network traffic.

Paul manages the relationship with BTS and uses the information provided to help change the way the business works in response to changing commercial requirements and market conditions. Paul states, "I can meet my customers’ requirements with the assistance of BTS and their flexibility... If we have a problem it is fixed quickly".

As to the importance of voice communications, Paul says, “we could live without them but not for more than a day.”



If you would like more information on how BTS can help your organisation, please contact:

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