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Virgin Wines choose Thus Network Call Recording for Quality Protection and Improvement.

Virgin Wines was set up by Richard Branson in 1999 specifically to sell wine online. Its ethos is one of adventure, 'scouring the globe to find exciting wines by small farmers', and making them accessible to the world via their online shopping cart. Shaun Grint, Operations Manager, tells us how he realised that Thus NCR was the product for them, and what it has done for them...

The Client

Norwich is home to the Virgin Wines call centre, which handles all of their customer service and sales enquiries. Most of Virgin Wines business is done via their website www.virginwines.com However, they offer a unique customer service opportunity; when a client registers with them without ordering, they contact the client and offer to guide them through the order process or indeed place the order for them.

The Challenge

Virgin Wines are dedicated to improving their customer service, so they were looking for a call recording system that would help them with their quality monitoring and improvement. Orders being placed over the phone can leave room for dispute. So it was an added bonus that the call recording would also give them a safeguard against dispute resolution.

The Solution

Shaun tells us that they knew straight away that Thus Network Based Call Recording was the tool for them. It has given Virgin Wines the ability to review any or all of their calls. A supervisor can go into the call recording, and grade it. If it doesn't meet Virgin Wines stringent standards, then they can provide extra training for that agent. In fact he only had one question - how soon could they get it?

The Deployment

They chose the Thus Network Call recording for its advanced functionality and rapid activation, they were up and running with their call recording within 5 days. In their first month alone, they have recorded over 1200 hours of traffic.



The Company

Virgin Wines is one of the UK's leading online wine retailers. Their Norwich based call centre supports their core business at www.virginwines.com

The Solution

- THUS Network Call Recording
- Pay as you use technology
- Rapid activation
- Future-proofed architecture

The Result

- Safeguard against dispute resolution
- Improved call quality
- Agent buy in