



Case Study

SENNHEISER

CUSTOMER ELECTRONICS

**USING HAPPYFOX
SINCE NOVEMBER 2010**

Sennheiser is an audio company specializing in the design and production of both consumer and hi-fidelity audio products. Sennheiser UK looks after the domestic marketplace, and is also responsible for sales and business development for much of the Middle East, including United Arab Emirates, Kuwait, Jordan, Bahrain, Saudi Arabia, Yemen, Qatar, Oman and Iraq.

Tim Sheratt, Technical Services Manager of Sennheiser, UK, talks about how HappyFox helped improve staff participation and made them more customer focussed.

CHALLENGE

We had, literally, hundreds of customer emails coming in every week into multiple inboxes of various staff members. And there was an awful lot of forwarding of messages going around, so the same customer message will be sent from one individual's mailbox to another. It was a nightmare to be really honest!

IMPLEMENTATION

Utilization of HappyFox was the easy bit. It's friendly to look at on the screen. And now everyone of my support staff knows what they have to deal with and not worry about anything else. HappyFox is also allowing us to give a fast and effective response time to our customers. This makes a lot of things easier.

“My staff are no longer daunted by customer communication!”

RESULTS & BENEFITS

The overall volume of complaints within the business has significantly dropped, because we are able to answer and satisfy the customers' requirements. And the response time has reduced from 5 days to a couple of hours. Our customers are definitely happier now.

WHY HAPPYFOX?

The support is fantastic

Very easy to use

Minimal downtime

Lean learning - curve

OUR EXPERIENCE

HappyFox helped improve staff participation, and made us more customer focussed. Features like MyQueue and Smart Rules has helped stabilize a lot of the issues that we were having previously. HappyFox has saved us hours and hours of time!

“Without the smart rules, my job would have been a lot more difficult. I have 30-40 smart rules that sit there in the background doing what I asked them to do!”



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