



Release date : Monday 9<sup>th</sup> October

## **MENZIES FURTHER IMPROVES SERVICE LEVELS BY INVESTING IN CUSTOMER CONTACT SYSTEMS**

Following a highly successful trial, Menzies Distribution is integrating the customer call handling services for several of its branches to a central team at Sheffield.

Weybridge calls have been handled by the Sheffield Contact Centre since January this year and from October Menzies transferred the services from York, Hull and Scarborough to Sheffield.

In November, calls from Leeds and Stockton branches will be transferred. And in January 2007 call handling services from Bradford branch will be integrated.

**Terry Dunning, Regional Manager East of Menzies Distribution**, says: "The integration of our call handling services is good news for our customers and will further increase the level of service we offer. By having one larger customer service department we can invest in the latest facilities and technology. We can also better flex staffing levels through the day to meet demand."

Calls will be transferred from the local branch to the Contact Centre at appropriate times so that the customer gets to talk to the team best able to meet their needs.

Explaining how the call distribution will work Terry says, "Calls prior to 9am are generally distribution related and the local branches are definitely best placed to serve these. After this time customers calls, which are adjustments, general enquiries and non-time sensitive queries, will be answered by the team in Sheffield."

"Customers will benefit from having an 0845 local rate telephone number to call so there will be no cost impact to them and they can call just one number regardless of the time of call."

Finally, commenting on the future plans Terry confirmed that, "There are no definite plans for more contact centres at this stage until we are able to evaluate our Sheffield Contact Centre. Whilst the changes outlined are based on a solid trial we are all really keen to ensure the Sheffield centre delivers real benefits before making any further changes.

ENDS

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