

# CASE STUDY

Tread To Success: Blackcircles Transforms Operations with a Suite of Contact Centre Technology






## ABOUT

Blackcircles is a leading online tyre retailer in the UK, offering a comprehensive range of tyres from various brands for cars, motorcycles, and other vehicles. Founded in 2001, the company provides a convenient online platform where customers can select tyres, book fitting appointments, and arrange for installation at a network of partner garages. Known for competitive pricing, exceptional customer service, and an extensive inventory, Blackcircles simplifies the tyre purchasing process, ensuring a smooth experience from selection to installation.

## WE DELIVERED

- Enhanced customer and agent experience through improved automation and self-service options
- Optimised scheduling and enhanced workforce management capabilities
- Consolidated dashboards with robust business intelligence and reporting



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## THE CHALLENGE

Blackcircles operates a customer service contact centre that handles tyre purchases. Its agents coordinate with garages to book or reschedule appointments, adjust tyre selections when items are out of stock, and manage cancellations as needed.

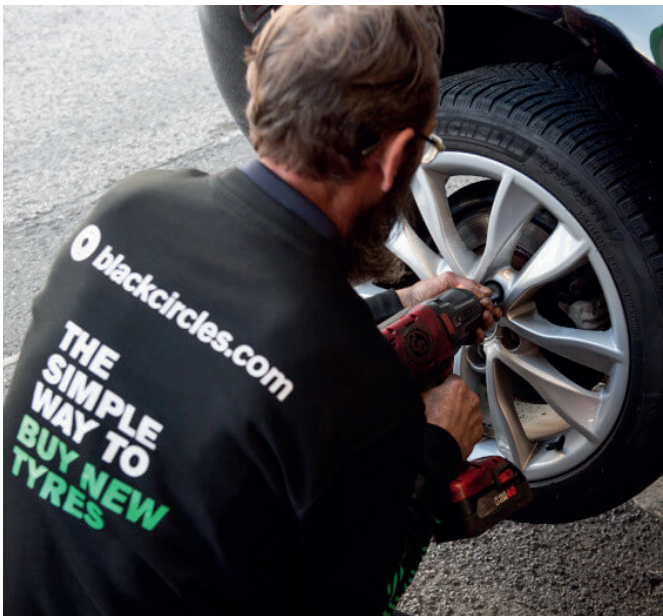
Before working with Route 101, the business used Zendesk but felt it wasn't optimised enough to meet its needs. The team was dealing with manual tasks and had not yet incorporated a unified view for agents to provide crucial information when handling calls or tickets.

The Blackcircles team wanted to introduce more automation to improve the overall customer and employee experience, reduce handling time, and increase efficiency. They aimed to build a more robust and streamlined process, particularly to respond faster to demand. They were also interested in exploring omnichannel options and improving integration across their channels.

## THE SOLUTION



**Zendesk Support Enterprise Upgrade, Custom Zendesk Application Build, Gamma Horizon, Calabrio WFM and Geckoboard Integration**



and interactive voice response (IVR) to manage high call volumes efficiently. Blackcircles appreciated this solution because it enables remote work, allowing agents to use the service from anywhere with an internet connection. This makes it easier to maintain operations even when working from home.

01

### Streamlining Operations with Zendesk

Route 101 launched this project by upgrading Blackcircles to Zendesk Support Suite Enterprise. This upgrade significantly enhanced the team's ability to manage customer interactions, particularly for ticketing and email, within a unified system. It also gave agents a comprehensive view of customer interactions across all communication channels, enabling a more personalised customer experience.

Route 101 also developed a custom Zendesk Application to automate manual tasks such as confirming bookings with garages and managing collections. Currently, Zendesk is used by 85 agents at Blackcircles, underscoring its critical role in the contact center operations. Blackcircles values Zendesk's scalability, which supports business growth and allows for integrating new features and functionalities to meet the evolving needs.

02

### Efficient Call Handling with Gamma Horizon

The next step was to transform Blackcircles' phone system by implementing Gamma Horizon. This system ensures calls are routed to the right agents and offers features like call queuing, call forwarding,

“

Route 101 is always at hand to help with any high-level questions we have and the support team is super-knowledgeable... It's all appreciated and exactly what we're looking for with a system provider!

”

Jamie Pincott, Resource and Planning Manager, Blackcircles

03

### Precision Planning with Calabrio WFM

Route 101 also integrated Calabrio WFM at Blackcircles. Using AI-powered analytics, Calabrio WFM accurately predicts contact volumes, factoring in trends and seasonality for precise scheduling of agents. This has streamlined manual scheduling at Blackcircles, freeing up the management team to focus on strategic activities like coaching and agent engagement.

04

### Empowering Data-Driven Decisions with Geckoboard

Finally, Route 101 introduced Geckoboard to Blackcircles, offering real-time dashboards for metrics and key performance indicators (KPIs). This visibility enabled easy monitoring of crucial metrics such as call volume, average handle time, and customer satisfaction, allowing for quick analysis of data trends.

## About Zendesk



Zendesk delivers smarter experiences across the entire customer journey. Businesses, agents and consumers all benefit from the power of everyday interactions thanks to the industry leading solutions and expertise. Zendesk helps businesses unlock this power with personalised experiences, an open and flexible platform, advanced AI and automation, and the data and tools needed to make important decisions in real-time. [Learn more >>](#)

## About Gamma



Gamma is a leading provider of Unified Communications as a Service (UCaaS). From cost-saving line rental and calling through to IP cloud hosted phone systems, from mobile solutions to business-grade data services – discover solutions dedicated to saving you money while your business works faster and more flexibly than ever before. [Learn more >>](#)

## About Calabrio



Calabrio is a trusted ally to leading brands. The digital foundation of a customer-centric contact center, the Calabrio ONE workforce performance suite helps enrich and understand human interactions, empowering your contact centre as a brand guardian. It maximises agent performance, exceeds customer expectations, and boosts workforce efficiency using connected data, AI-fueled analytics, automated workforce management and personalised coaching. [Learn more >>](#)



**Flexible, scalable contact centre, customer engagement, and unified communications software in the cloud.**

Give your workforce the right tools to do the job and optimise the tools, processes, and technology behind the customer experience. Route 101 helps businesses choose and use the right technology to make sure their customer experience is the best it can be. Combining industry-leading communications and contact centre solutions, we provide the tools to help you deliver excellent customer experience goals and empower your workers. We do the heavy lifting, so you don't have to: evaluating your current setup, identifying key areas for improvement, and recommending the right route to take.

## Contact Us

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