

Matches Fashion Case Study

Matches Fashion (MF) is a high end fashion retailer with 5 (appointment only) stores across London and an online business. The Matches Fashion range includes over 400 established and emerging designers from Saint Laurent, Balenciaga, Chloé and Isabel Marant to Gucci, Dolce & Gabbana, Stella McCartney and Max Mara.



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Summary of requirements

- Matches Fashion had experienced 30% growth the previous year and was expected to grow further. They required a phone system that allowed its administrators to add or remove extensions simply and effectively.
- Add resilience to the disaster recovery functionality of their communications system
- The international nature of Matches business means they required a 24 hour contact centre. Matches required a telephony system that could switch between 2 contact centres located on the opposite side of the world depending on the time of day.
- Increase the mobility of the workforce allowing for full mobile/desktop phone integration.

Solutions and services provided

- West Pier replaced the existing Avaya IP Office 500 v1 with a new IP Office server edition which runs in a virtual environment, improving resilience.
- Moved multiple communications components on to a single platform.
- Managed the relocation and configuration of Matches's complex communication services system.
- One-X Mobile is now used by MF. This is a mobile client that increases employee's ability to work on the road.

Business Benefits

- MF staff are now able to add or remove extensions to their telephone network and adjust individual user settings without bringing in an IT consultant.
- A 24 hour contact centre is now in operation across 2 sites on opposite sides of the world. Which contact centre is used changes every 12 hours with minimal business disruption.
- Staff at MF now have fully integrated desktop and mobile phones allowing them to work from anywhere without their device access and usability being affected.

Testimonial

“West Pier demonstrated very early on in the bidding process that they had an in depth understanding and wide ranging knowledge of telephone and networking technology.

They took the time to really understand our business needs and requirements. Since we have moved location and unified our communications, managing our network has become much simpler and our contact centre operations are running more efficiently.”

Pravin Gorsia

Lead infrastructure analyst – Matches Fashion

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If you would like impartial advice on your telecoms and networking infrastructure give West Pier a call on 0844 264 5522 or email Mathew van Til (matthew.vt@westpiertele.com)

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