

Success Story

Even in peak periods,
Unify Office ensures
Loxam connects with
their customers



Closer to customers – always available, even in peak periods

Loxam, a construction machinery and equipment rental company, strives to ensure every customer inquiry is answered, especially during times of great demand. After only 6 months of deployment, and with only a select number of features implemented thus far, it's clear: Loxam's investment in Unify Office has already paid off.

Requirements

- Relieve the pressure on consultants in rental stations while fully addressing customer inquiries, even during peak periods
- Capture and leverage a customer database for an active, customer-centric approach
- Help improve business stability beyond seasonal peaks
- Consolidate the telephony contract landscape

Solution

- Set a strong communication foundation with Unify Office: a highly scalable, cloud-based platform
- Start by integrating 20 rental stations and 150 user profiles and efficiently onboard further rental stations on a continuous basis
- Establish efficient and flexible call management workflows and implement Loxam's own Customer Service Center
- Integrate Salesforce for easy access and updating of client data
- Begin telephony contract consolidation to a single, uniform cloud service

Benefits

- Customer inquiries are efficiently and flexibly distributed, helping to reduce lost calls, even during seasonal peak periods
- Reduced operating costs with telephony contract consolidation
- Easy-to-use, centrally managed platform functionality means better adoption and ROI
- Better leverage customer data for outbound activities (e.g. promotional offers to drive business outside of high demand periods)
- Full solution break-even point achieved after less than six months

In commercial home construction and landscaping, work is normally schedule well in advance. In private life however, weed eaters, rotary hoes and lifting platforms are often called spontaneously into action. When the weather is good and people have time on their hands, they will quickly check if the equipment they need is available. "Typical peaks for us are the days just before weekends, as well as spring, generally," says Oliver Bub-Kirnberger, Commercial Director at Loxam, Germany. And the smaller rental stations in particular – such as in Bauhaus home-improvement centers, which are staffed by only one or two people – always face the same, challenging decision: "Do I help the customer in front of me or do I answer the phone?"

Loxam was looking for a solution that ensured reachability for customers, even if everyone on duty at the contacted rental station was already in a conversation.

"We wanted a solution that allowed us to answer customer's questions when physically present, while not losing sight of customers' phone inquiries."

Oliver Bub-Kirnberger,
Commercial Director,
Loxam Germany



Loxam is a major player in the equipment rental market for construction and civil engineering, public building, gardening and landscaping, distribution, maintenance, industry and events. The company offers a comprehensive selection of equipment components, devices, and tools for carrying out construction projects. They support both enterprises and private customers.



Communications service from the cloud

During solution development, direct customer conversations took center stage, in addition to making customer information available online to help improve engagement. At the same time, Loxam wanted to take the opportunity to put existing contracts with its phone provider on a new footing. John Telekomunikation, Loxam's long-standing partner for IT and communications, recommended a cloud-based system. This would offer many simultaneous benefits including contract landscape clean up with the network operator, which had grown over decades, and realization of cost reductions. Existing phone numbers would be ported to the cloud system, but nothing would change for customers. In addition, with a cloud solution, no complex installations would be needed at individual rental stations. It could be rolled out quickly and scaled up if required.

Multi-level routing and many more options

As the platform, John Telekomunikation recommended Unify Office, a communications service from Atos Unify that provides wide-ranging, integrated communications options via the cloud.

John Telekomunikation implemented two-level call routing as a first step. This meant that, if colleagues in the nearest rental station weren't available, the phones will ring in the other stations. If the entire team were speaking to customers, the calls go to the Service Center, set up precisely for this purpose. **"Acquiring know-how was part of the project,"** says Loxam's Commercial Director, Oliver Bub-Kirnberger. **"Our people, our consulting quality, whether the customer is standing in a shop or has somebody from Loxam on the phone, the answers should be practical and solution-oriented. That's why we have our own team in the Service Center."**

"If we compare the overall costs for introducing the solution, including staffing the Service Center, with the additional revenue we've achieved, thanks to the solution, we can quite clearly say: it's already been worthwhile."

Oliver Bub-Kirnberger, Commercial Director, Loxam Germany

Actively acquire customers that were previously lost

After six months of live operation, more than 20 rental stations integrated and around 150 user profiles set up, Oliver Bub-Kirnberger can clearly claim: **"If we compare the overall costs for introducing the solution, including staffing the Service Center, with the additional revenue we've achieved, thanks to the solution, we can quite clearly say: it's already been worthwhile."**

And the full potential of the solution is yet to be completely leveraged. In the next phase, Loxam is planning Salesforce integration, which Unify Office offers out of the box. The data collected via Unify Office will flow directly into Salesforce, and used for outbound activities. It will then be possible to drive active customer care, including connecting offers to targeted customers or provide follow-up information, all without the need for complex manual steps. Loxam can proactively make its rental business more attractive on quieter days while successfully handle peak periods. Oliver Bub-Kirnberger is looking forward to that.

About Atos

Atos is a global leader in digital transformation with 109,000 employees and annual revenue of c. € 11 billion. European number one in cybersecurity, cloud and high-performance computing, the Group provides tailored end-to-end solutions for all industries in 71 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos is a SE (Societas Europaea), listed on Euronext Paris and included in the CAC 40 ESG and Next 20 Paris Stock indexes.

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The telecommunications solutions offered by John Telekommunikation are tailored to different branches of industry and structures. With the right solution, flexibility, reliability, and economy can be significantly increased in enterprises. In addition to sales, John Telekommunikation's core competency is planning, installing, setting up and maintaining telecommunications systems from the provider Atos Unify.



Unify Office is the cloud team collaboration and communications service delivered by Atos Unify in partnership with RingCentral, a market leader in UCaaS. Unify Office delivers everything that modern team members need in one place, on any device and from any location. With out-of-the-box integrations into Microsoft 365, Google G-Suite, Salesforce and over 200 other applications, Unify Office combines with your other tools seamlessly to create the perfect digital workplace.

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