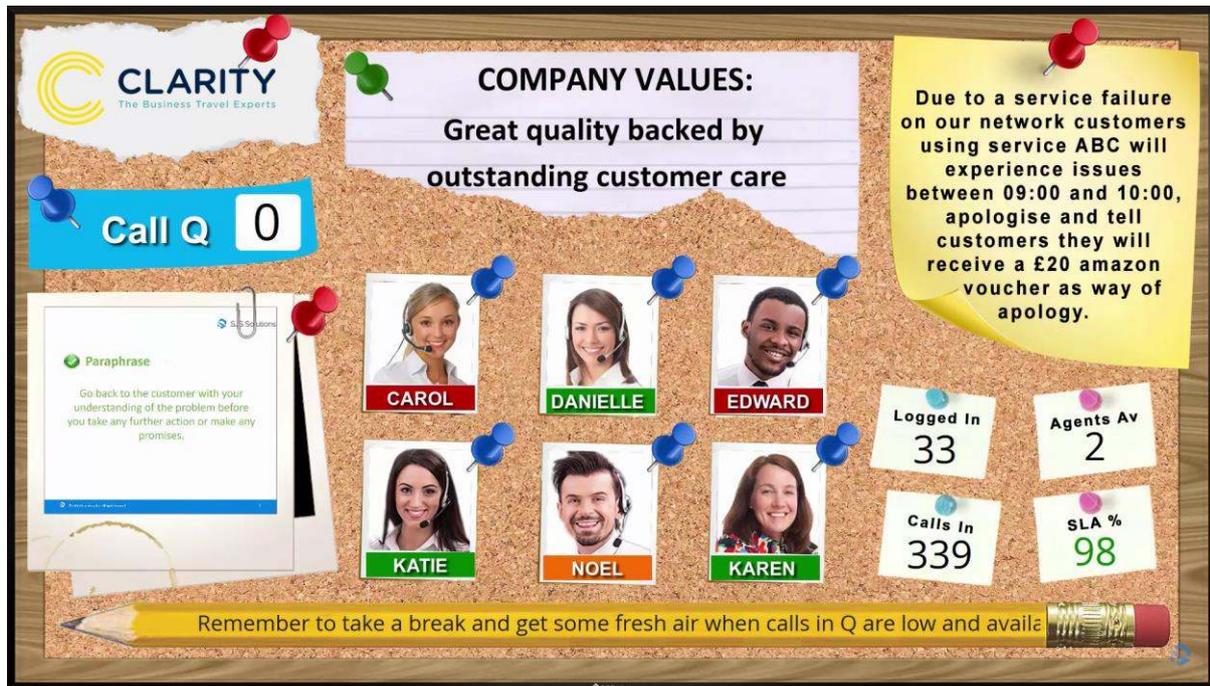


# Case Study

## Clarity TM: Business Travel Agency – United Kingdom



### Background

Many companies continue to use traditional wallboard technology to monitor contact center agents, this technology is outdated and in many cases, has not been reviewed for many years.

The danger in continuing to use traditional wallboards is that they do not have the ability to be designed to meet the human needs of modern contact center employees, nor be aligned with new findings in the area of employee satisfaction and engagement.

Clarity has used wallboards before at some of its sites but they have only been very basic traditional wallboards in a simple grid format. We wanted wallboard technology to be used across a lot more sites but wanted to use a solution which was more engaging to look at and to display more than just simple phone stats fitting in with our brand change.

### Customer Profile

Clarity Travel Management, founded in 2006, provides travel services in the United Kingdom, and was a partially owned subsidiary of The Co-operative Group until 2014. It was sold to a subsidiary of the Al Tayyar Group during that year. The company rebranded from Co-operative Travel Management to Clarity Travel Management in March 2015. As part of the new rebrand, the firm has



# SJS Solutions

so far invested over £500,000 in technology and software. Clarity Travel Management then merged with Portman Travel in 2016

The travel management company provides travel management services, while also providing conference and event services and is headquartered in Manchester. The company employs 200 staff, who provide management services for corporate travel.

**Portman Clarity, is the eighth largest TMC in the UK with turnover in excess of £400m and was known as Clarity from May 2017**

## Objective

Clarity needed to replace ageing contact center wallboard technology with a solution which was:

- Cheaper to maintain and support
- Easier to administer and control
- Had no hidden design and administration costs
- Flexible enough to meet their design needs today and into the future

## Summary

Clarity deployed Optymyse Advanced Wallboard Technology (On-Cloud) and using a combination of the Optymyse software and ShoreTel ECC, they were able to collect the information they required and deliver it in real time to contact center agents, plus improve communication and brand awareness across all locations.

As Clarity continue to roll out the new ShoreTel ECC they now already have a 5 screen Optymyse Enterprise Solution in place which will expand to a further 14 screens in the coming months as they complete the project over all 18 locations.

## Customer Feedback

“Great training, the Optymyse system is flexible and has already had a beneficial impact on the organisation. thank you very much!”

– Matt Hill, Portland Travel, United Kingdom