NEWS RELEASE

Red Funnel Wins Technology Partnership of the Year With Mitel Solution

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- Staff better able to deal with customer communications and provide proactive customer service
- Customer complaints decreased by 16 percent

Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications, was awarded Technology Partnership of the Year alongside its customer Red Funnel, the "Original Isle of Wight Ferry Operator." The announcement was made at the London & South East Contact Centre Awards in May.

With the mobile-first nature of today's consumer, Red Funnel increasingly found that customers were using new channels, such as social media, to interact with its brand. When it became apparent that its existing voice-only and reactive call center setup was no longer meeting the needs of the business, Red Funnel recognized the need to turn its call center into a more proactive, multi-channel customer engagement platform.

Mitel partnered with Red Funnel to deliver a foundational customer experience solution that would enable Red Funnel to communicate freely and easily with consumers in real-time. Building a customer-centric network, Mitel and Red Funnel's partnership aimed to boost the ferry operator's contact center productivity by enabling agents to handle customer interactions across any channel, including email and social media.

The London & South East Contact Centre Awards are held annually and recognize leaders in customer experience.

Quotes

"Our Mitel implementation has supported our vision to deliver a customer-centric proposition that has added significant value to our customers' experience," said Chris Elliott, Contact Center Manager, Red Funnel. "We, as a business, are passionate about delivering exemplary levels of customer service, and the integration has supported our vision and provided our customers with an efficient and effective support service."

"Working in partnership with Red Funnel allowed us the opportunity to redesign their contact center and promote a customer-orientated support system. The Red Funnel agents are now able to handle all customer integrations regardless of channel," said Brian Spencer, General Manager, Contact Center, Mitel. "It's no surprise that the old reactive voice-only call center was impacting the team's productivity and it is great to see the results that have come from a change in customer engagement strategy."

Important Facts

- Mitel is the only brand to appear in all **five Gartner Magic Quadrant** reports for business communications.
- Mitel will exhibit at **Call Center Week** in Las Vegas, June 27-July 1, booth 400.

Related Materials

- Watch the **case study video** of the partnership between Red Funnel and Mitel
- Download the eBook "**Customer experience for Dummies**"
- Download the infographic "**The Power of the Mobile Consumer**"
- Download the eBook "**Top Customer Experience Tips to Steal from the Pros**"
- Download the white paper "**Delivering a Digital Customer Experience for Today's Mobile Consumer**"

Social Media
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