

# Clinkards

## Sector: Retail

Established by husband and wife Charles and Eveline Clinkard, the first store opened in Middlesbrough in 1924. Today the third generation family-owned business has grown to 34 retail locations across the UK, with Charles Clinkard's headquarters still located in the town where it all began. family.

### Services

- Hosted Mitel
- SIP
- Contact Centre
- PCI DSS

### The challenge

The company had a pre-existing Mitel system, installed more than eight years ago by a third party Mitel partner. Their existing solution was based on an on-site controller with ISDN30 telephone lines.

Although the Mitel hardware had served Clinkards very well over the years, after a buyout their existing supplier had made little contact and the legacy controller was approaching end of life.

In addition, Clinkards planned on moving its headquarters to new purpose built premises in Middlesbrough.

Clinkards required an updated telecommunications solution to support the business for the foreseeable future offering scalability, flexibility, reliability and the opportunity to make use call reporting, call recording and other contact centre solutions.

### The solutions

With the on-site controller due for replacement, Clinkards engaged Odyssey Systems to handle its migration to the new company headquarters, which included replacing the on-site controller to a Mitel hosted controller.

The upgrade also migrated Clinkards' existing investment in Mitel licencing from an onsite 3300 Mxe controller to a virtual Mitel hosted on Odyssey infrastructure in Manchester datacentre facilities, using existing licences and existing handsets. The firm carried out a migration from ISDN30 to SIP.

Odyssey also facilitated the migration to new headquarters in Middlesbrough, and the development of Mitel contact centre software, including live wall boards and historic reporting capabilities, to support Clinkards in maintaining its high level of customer service excellence.

The system installed by Odyssey had a unique feature, enabling the automatic call-back of customers in the event of all operatives being engaged. The system rolled out PCIDSS compliance for processing card payments.

