



Could BP solve their phone problems without pumping cash into them?

- Client:** BP New Zealand, 1200 staff, 314 service stations, 81 of them company-owned.
- Business:** Petrol and convenience retailer.
- Problem:** Too many phone lines and a desire to seek efficiency gains through consolidation of telecommunications infrastructure.
- Solution:** A private IP network with PCs for email and Internet access.
- Outcome:** More customers served per hour, better communications with head office and much better value for BP's telco dollar.

As a technology company, we're often called in to solve a specific problem, only to discover other ways in which we can make ourselves useful. This happened when BP spoke to us about replacing the proliferation of phone lines in their company-owned service stations.

BP is a large company with substantial resources, but they're no different from anyone else. They want to make the most of the money they spend on telecommunications.

The problem began with too many phone lines

In the 81 service stations directly owned by BP there was an average of eight different phone lines, each with a monthly line rental. They found this reasonably inefficient and they resolved to do something about it by contacting both TelstraClear and their existing supplier and requesting a solution. John Machin, BP's independent IT Project Manager, explains the situation.

"Having too many phones was the driver initially. We gave Telecom an opportunity to respond, but they couldn't deliver a meaningful return for us. TelstraClear on the other hand looked at the whole issue and came up with a much more creative solution.

We looked at the situation a little closer and found site systems that were 17 years old but coping and a heavy reliance on the humble fax machine for most of the communication with the BP head office."



A TelstraClear IP network could boost efficiency and contain costs, meeting BP's business needs.

Petrol retailing is not what it used to be, largely because it's much more than petrol retailing. In fact, every week BP sells a significant amount of coffee alone. While the company had managed this change extremely well, their systems were being out-paced by the growth and maturation of their business. The opportunity to look at their phone system gave us a chance to offer them much greater value from their telecommunications.

It seemed to us that the first smart thing to do would be to offer BP a solution based on our Private IP network. It would take away all the transaction costs they currently faced in favour of a fixed monthly bill.

With the installation of a PC and local area network connected over TelstraClear's IP WAN in each service station, we could then rationalise the number of phones from eight down to four. We then proposed to bring their EFTPOS transactions onto the IP network, lowering those costs as well.

"The value of our business was such that TelstraClear were able to provide a PC for each outlet as part of the bundled package" says John. "This gave staff email and internet access over the IP network. TelstraClear was also able to develop and host an intranet for us that allows our service stations to remain in direct contact with the head office."

In addition, we helped develop two internal contact centres at head office that the outlets are able to call and we set up a rigorous anti-virus security system.



BP now has a much greater capability, offering more value for a similar cost.

More than all the other advantages, what really made the difference was the improvement in performance that the new system enabled.

John noticed the benefits immediately. "In the past, each operator was able to deal with 110 peak customers per hour. The new system with its permanent connection to the IP network gave us a saving of 5 seconds per customer and raised our service rate to 140 peak customers per hour."

"TelstraClear were also able to develop and host an intranet for us that allows our service stations to remain in direct contact with the head office, and includes an online manual of procedural instructions for staff that covers virtually every daily activity of the stations."

A modern, versatile solution and a relieved customer.

"The great thing for us" says John "is that the whole project has been cost-neutral, while the service has gone way up. And as for the relationship with TelstraClear, well, we've never had a cross word between us."

For more information, call us on 0508 55 66 00 or visit www.telstraclear.co.nz

