



## Client

Interflora Iberia

## Business

Flower and plant retail sales

## Industry

Retail

## Challenge

To obtain an incident-free, secure, high speed communications network

## Products and services

Colt INTERactiv, Cloud UC and Colt DCA

Interflora Iberia improves quality of service and order management by relying on Colt solutions: smart network, contact centre solution and virtual switchboard with dedicated web access

### The company also manages its customer services with Colt

Operating in Spain since 1951, Interflora is the country's leading company in the flower and plant ordering business. It is also one of the biggest divisions in Fleurop Inc.'s global network, which is based in Switzerland. They are operational in 150 countries via a network of 50,000 partner florists worldwide, of which more than 1,700 are Spanish.

The company reported sales of €15 million in Spain in 2016, a 5% increase on the previous year. This increase of demand reflects the growth of online orders and follows years of decline caused by the impact of the financial crisis. Positive company growth is expected to continue with the launch of operations in Portugal from January 2017.

Interflora's e-commerce channel is showing increasing importance in terms of its impact on company turnover. "Of the more than 250,000 orders placed in 2016, around 65% were completed online and our forecasts suggest continued growth for the channel. Valentine's Day (14 February), Sant Jordi (23 April) and Mother's

Day (the first Sunday in May) are the peak demand periods for flowers in Spain and orders placed online now represent a significant proportion of the total," says Gustavo Fernández-Baillo, Director of Information Systems at Interflora Iberia.

With this in mind, and as part of a strategic decision, Interflora decided to migrate its infrastructure to the cloud using the Amazon Web Services (AWS) platform for running its e-commerce and back end platform systems. By using AWS, the company can manage seasonal peaks of orders, by quickly and simply by updating its e-commerce platform, whilst also ensuring that its internal business processes are more efficient. To support this approach, Interflora needed an incident-free, secure and high performance communications network, and to ensure this, they chose Colt to provide a DCA (Dedicated Cloud Access) line. The service gives Interflora the security it needs to protect both its own data and that of its customers. This is critical for a company with a business mainly taking place online, as it guarantees that all the data collected is protected and seamlessly flows to

the cloud. In addition to the DCA line, Colt provided Interflora with 902 and 91 numbers for orders, customer services, affiliate services (Colt INTERactiv) and a Virtual Switchboard (Cloud UC).

With the Colt INTERactiv solution, the flow of calls received via different access numbers are transferred in an optimised way to interactive vocal servers. These are then distributed to the best qualified agents, by applying a series of criteria that can be easily configured by Interflora. The solution provides the required flexibility and security for properly adjusting flows at especially busy times, when integrating and controlling support centres, configuring new routing, providing real-time activation of contingency plans or measuring customer satisfaction. A series of real-time indicators and notifications means customer services can align with the business' needs. It is not all about technology, however, and Interflora also relied on Colt's experience, consultancy and dedicated support to implement a service aimed at facilitating internal management, improving its corporate image and achieving a high quality customer experience.

### Dedicated access

Colt's Dedicated Cloud Access (DCA) service offers secure and reliable private network connectivity between company workplaces or data centres and the Amazon Web Services cloud, using the Direct Connect service. That way, Interflora has Ethernet and IP VPN access to Direct Connect private network access points. Colt owns and operates a network in Europe and Asia Pacific with direct fibre access to more than 700 data centres and more than 24,000 corporate headquarters, which means end-to-end control between access to the company and the cloud service provider. Low latency for this network also guarantees that data traveling towards the AWS cloud uses the routes with the lowest latency. Traffic between the client's office and the ExpressRoute access PoP is fully routed via the Colt network, which means Interflora can trust in the security of its critical traffic, while also having a series of advanced configuration options aimed at a high level of availability and disaster recovery.

Meanwhile, with the UC Virtual Cloud Switchboard, Interflora improves efficiency via the convergence of communications, "thus guaranteeing the same user experience on different devices and in different locations, and facilitating an increase in sales through effective communication with customers," says Gustavo

### Fernández-Baillo.

Furthermore, the switchboard does not require any investment in equipment thanks to a pay-per-use model, and it guarantees service continuity by being a secure and robust solution managed by Colt.

### Customer service

Interflora also works with Colt to manage its Contact Centre using

Colt INTERactiv, which has led to an increase in customer satisfaction through better incoming call allocation and a fall in waiting times.

"With this service, we can optimise resources by queuing calls at peak times (Valentine's Day, Sant Jordi and Mother's Day) and assigning calls to different destinations based on the location's capacity or the agent's resources," says the company's Systems Director. Customer service agents can control their calls and their application interface from anywhere thanks to Colt's web portal, thus offering several different options for contingency solutions in the event of a disaster.

Interflora also has an advanced management web portal that is easy to handle, providing complete independence when applying urgent changes, which means it can align with business needs. A clear example of the transparent integration of Portugal's agents without extra investment and within a single management environment, using a single platform that covers 13 Colt countries in Europe. With regards to the benefits of the company's relationship with Colt, the Information Systems Director of Interflora Iberia highlights cost reduction, the quality of the service provided shown by a lack of incidents, and improvements in the internal management of solutions. The reliability of the brand, a personal service from the sales representative and the account's dedicated consultancy service on a daily basis are other features that Interflora highlights as advantages of working with Colt.

With the Colt INTERactiv customer service solution and the Cloud UC virtual switchboard, in particular, Interflora has improved productivity for order management during

events such as Mother's Day, when demand could potentially overwhelm the company. "Colt was by our side throughout the migration process and was able to provide expert advice. Now, management is quicker and we can size our teams to attend to peaks in demand," says Fernández-Baillo.

"With the Colt INTERactiv and Cloud UC solutions, we have improved our efficiency by converging communications, guaranteeing the same user experience on different devices and in different locations, and facilitating an increase in sales through effective communication with customers."

**Gustavo Fernández-Baillo,  
Director of Information  
Systems at Interflora Iberia**



For more information,  
please contact us on:

**+44 (0)20 7390 3900**  
**sales@colt.net**  
**colt.net**