

Case Study - Making Sainsbury's Great Again

Client: Sainsbury's

Attributes: Great Customer Service
Flexibility
Quick Delivery
Single Point of Contact

Services: Call Centre Audio
Audio Marketing
On-Hold Audio



The Requirements

Sainsbury's have a number of different customer contact centres, each supporting one or more of the diverse range of products and services they offer, ranging from groceries to wine, to banking and kitchen appliances.

Sainsbury's started a three-year sales lead recovery programme, called 'Making Sainsbury's Great Again'. With it came the concept of, *Try something new today*, not only to encourage customers to try more great food ideas, but also to encourage their employees to try new ways of working.

As part of this initiative, Andy Benzie, Contact Centres Manager, was looking for a company to provide professional, high-quality audio marketing services

to ensure a consistent and on-brand experience for people contacting Sainsbury's by telephone.

The Services

Sainsbury's chose Premier Business Audio (PBA) to create a voice and style, or persona, that matched the refreshed brand image. PBA work with the music Sainsbury's use on their television and radio advertisements to build on the powerful brand identity created in those channels.

"Unlike TV or radio advertisements which have to be recorded weeks in advance, IVR prompt recordings and in-queue marketing productions are updateable at short notice, whilst still maintaining the brand image," says Andy Benzie.

"PBA provides an excellent service. The account manager understands our style and requirements, and their flexibility to meet our needs means they are great to work with."

Andy Benzie, Contact Centres Manager

“Historically we used call centre agents to record prompts, which was quick, but did not necessarily make the most of the brand. And instead of random, on-hold music, customers can hear some great *Try something new today* tips enhanced with our brand signature music.”



Andy Benzie, Contact Centres Manager

The Results

“PBA provides an excellent service. Our account manager understands our style and requirements, and their flexibility to meet our needs means they are great to work with. Our recordings are always turned around quickly.”

 Service covers multiple call centres



 One centrally managed service



 Call centres sound consistent & on-brand



 Sainsbury's voice used across multiple call centres



 Improved caller experience



 Fast SLA on changes



About Premier Business Audio

Premier Business Audio is the leading provider of professional recordings for telephone systems, public address systems, podcasts and audio. Supplying over 3,500 companies in the UK and across the world, Premier is an audio marketing company, helping its customers exploit the audio medium to create the right impression, enhance brand values, and communicate key messages through innovative and entertaining recordings.

Because first impressions really do count!

Other Services by Premier - The Point of Contact Specialist



Build brand identity, improve sales of linked products and eliminate malodours. How does your business smell?



We provide website design, content scripting, hosting and reporting as a cost-effective 'pick and mix' service.



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