

# A START-UP COMPANY'S RAPID GROWTH SUPPORTED BY BT'S HOSTED CONTACT CENTRE SOLUTION



## BACKGROUND

The customer we are focusing on are an outbound sales and marketing company, that sell subscription services and a range of other products and were looking for a suitable contact centre solution. The company wanted a flexible, low cost, enterprise-grade platform that would grow as the business expanded. These requirements led them to look for a cloud-based contact solution.

The business had a range of important criteria that the new solution would have to satisfy. These included the need for a low-cost set up that would not require significant capital expenditure. It needed to be a rapidly

scalable solution, which would be simple and a self-managed platform – enabling the company to maintain operational control. Plus it would need to have a full outbound dialling capability.

## THE SOLUTION

The company opted for BT's Hosted Contact Centre (HCC) solution. This became an integral part of its new start-up business from the day it was installed. The contact centre platform was launched with a team of ten agents two years ago. Since then, the business has enjoyed considerable success and now has a team of 50 agents using the platform with a plan to double that again within twelve months.

HCC is a cloud based solution: the software is hosted within the core of BT's network in a geographically diverse, high availability architecture, enabling the highest levels of resilience whilst at the same time giving a number of other benefits associated with a cloud contact centre solution.

For the company, a big advantage was to be able to get its agents on the phone, making calls and selling quickly. The key to success that underpinned the businesses

rapid expansion was HCC's capabilities which were utilised to maximise agent productivity using the outbound predictive dialler.

There are two dialling modes in the platform: preview and predictive. In the preview mode the agent is presented with a record to dial. This approach is generally used in higher value transactions, where agents need to preview customer data before the call. Predictive dialling is a variable automated method of calling. In this mode, HCC will dial a number of lines per connected agent. This dial rate is dynamic and is controlled by advanced algorithms. This minimises abandoned calls whilst also maximising the contact rate (Ofcom rules set a maximum of 3% for this).

The dialler settings are managed by the business operations team; giving them complete control, with the ability to manage settings and agents to achieve high levels of productivity. The dialler also has built-in restrictions to ensure the business is compliant with relevant regulations such as Ofcom rules on outbound dialling. Using the predictive dialler enables the company's agents to spend more time speaking to customers, resulting in more sales.

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The high levels of productivity that HCC supports resulted in more sales, business growth and a further expansion of the company's operations.

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Maximising an agent's contact rate was a big benefit to the company but other features of the HCC platform have also been essential to its success. These include:

- **PCI compliant payments;** all businesses face pressure to comply with PCI DSS (Payment Card Industry Data Security Standard), and HCC makes it easy – removing complexity and risk from the business operations
- **Agent scripting;** with an ever-expanding workforce, the business relies on HCC's agent scripting tool to give agents a structure and guide to their calls. It also prompts them to capture and save key pieces of customer information.
- **Comprehensive MIS;** a live and historic reporting suite with a comprehensive set of MIS tools comes as standard.

## THE BENEFITS

HCC was quick and easy to deploy, with a minimal set-up cost. It was also highly flexible – it could be utilised anywhere as long as the agents have a computer, internet connection and appropriate telephony device. For the sales and marketing company, this meant that it could get its new business up and running in just four weeks and more importantly it was able to start making sales and generating revenues almost immediately using HCC – vital for a new business.

The speed and relative ease of deployment with HCC is in part thanks to its userfriendly

interface which is intuitive and requires minimal training. Not only do the agents find the platform easy to use but the level of control that the operational management team can exercise over the platform means that performance can be optimised, using a number of different real-time tools.

The expansion of the company's business is being supported by HCC's flexibility and scalability. Its pay-as-you-grow commercial model gives the company the freedom to set up and add new agents as and when needed: as it puts more people on the phones, it pays for more licences.

In summary the customer has a complete contact centre solution that is easy to use and manage, reliable and scalable, and commercially compelling. It's now a fundamental part of their core business and a key enabler to their success, as they've grown from 10 agents to 50; with plans to double in size again to 100.

## BT WHOLESALE HCC

BT Wholesale's HCC is an innovative, white-labelled, inbound & outbound, multi-channel, cloud contact centre solution. It's commercially attractive, can be deployed quickly and is underpinned by our highly secure and resilient hosting and networks. Our service offers a range of benefits for both you and your customers.

- **A single, fully integrated solution.** HCC provides all of your customers' contact centre needs through a single, simple to use, self-service solution.

- **Business growth.** Unique commercials that enable you to easily enter a rapidly growing market, and generate incremental revenue and margins.
- **Enterprise functionality.** Take full advantage of all the comprehensive feature set, and latest innovations and never again pay for "upgrades".
- **Increased versatility.** Your customers will benefit from the real-time control of their contact centre operation.
- **Commercially compelling.** A unique pay as you go model, with no commitments, plus highly competitive inbound and outbound call rates.

Put simply, BT Wholesale's HCC gives you the opportunity to sell an innovative, commercially attractive, feature-rich product from a trusted supplier – which will generate new revenue streams.

## Why BT Wholesale:

- Provide a market leading product and generate new revenue
- A low risk, rapid route to enter the market – with service deployment possible in weeks
- Fully white-labelled service from a single, trusted supplier
- Industry-leading technology and ongoing innovation

For more information contact your account manager or the BT Wholesale helpdesk on

# 0800 671 045

## BT wholesale

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