Inspired Outsourcing

Saves hours and boosts performance
with Hostcomm ContactPro Hosted Dialler

Inspired

Hostcomm
Business VoIP Solutions

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About the Author

Chris Key, CEO, Hostcomm

Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

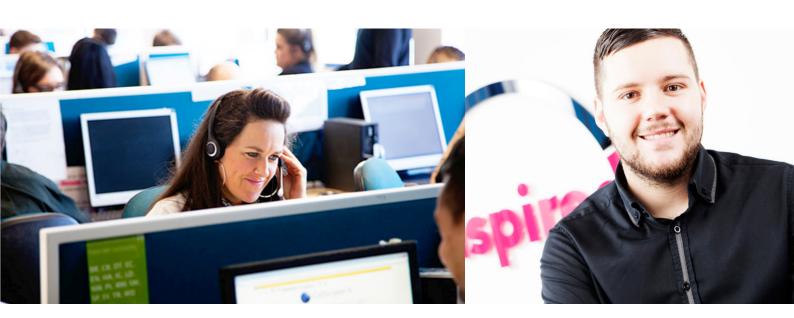# Inspired Outsourcing saves hours and boosts performance

With Hostcomm ContactPro Hosted Dialler

Using a dialler is essential for business at Inspired. It increases staff effectiveness and reports on what is happening with calls. So when dialler shortcomings began to impact performance, Inspired sought out a new solution. Hostcomm ContactPro was a clear winner in every way. Now, the company has more time to plan, directly impacting adherence to compliance regulations, brand reputation, and campaign results.

About Inspired

A growing contact centre based in Newcastle upon Tyne, Inspired Outsourcing are experts at acquiring and retaining customers for their clients. Formed in 2011 with 12 seats and one client, the company now runs over 200 seats and numerous campaigns for well known big brands including EE, Scottish Power and First Utility.

The challenge

While Inspired Outsourcing was already using a dialler, it came with shortcomings that prompted the search for a new solution. With the amount of money they were paying, Inspired decided they deserved better.

One key problem was an unwieldy data management process. Loading lists was a ten minute task that needed to be repeated as many as 15 times a day. Worse, if a mistake was ever made during the data upload, correcting this was a time-consuming manual task, involving looking up record IDs and manually matching them up. This meant more chances of dialling the same person more than once - and ultimately increased call complaints.

Creating reports took extensive manual data manipulation, particularly as the company's client base continued to increase. That made it hard to improve performance and check that compliance requirements were being met. This was all supplemented by slow, unresponsive support that was unable to resolve issues quickly – and simply unavailable out of hours.

Inspired also didn't have control of dialing pace with their dialler and began to notice higher than normal abandon rates. This of course raised compliance concerns.

Inspired knew it was time for a change – a more reliable, cost-effective solution that wouldn't take so much time out of every day. However, their current customised scripting application was a concern - if a new dialler could cope with the custom fields.

"Our data has a lot of custom fields. Hostcomm overcame this and were able to create custom scripts that also saved the relevant fields within the data," said Inspired's Contact Centre Operations Support Manager.

> **"**
>
> It's not until you get a better dialler that you can fully appreciate the reliability of the service.
>
> **Contact Centre Operations Support Manager**
> Inspired Outsourcing

The solution

Inspired ran a trial campaign, putting the Hostcomm ContactPro Hosted Dialler to the test. They immediately saw the difference. It provided a more reliable service that was efficient andeasier to use and provided access to customised reporting. Hostcomm overcame all challenges, including the concerns over customised scripting.

- ✔ **Improved data management and data segmentation**

- ✔ **Improved reporting and customised reports**

- ✔ **Improved control over the dialler pace**

- ✔ **Improved dialler service reliability**

- ✔ **Improved support with first call resolution**

- ✔ **Branded solution fits in.**
  "We are passionate about our brand"

- ✔ **Greater compliance**

- ✔ **Easy to use and much easier to train out to new agents**

Easy data segmentation and upload

Now, Inspired can easily segment and prepare data lists in the morning, dropping them into the dialler at the click a button. All in, it's now only a two minute process. The Hostcomm ContactPro advanced lead search makes moving incorrectly loaded records to a dead list a two-minute task, although now, with the extra time available to plan campaigns, mistakes are a rare occurrence.

Improved and Automated Reporting

Reporting was also significantly improved, with customised reports for every campaign and client. This was made possible with direct access to the back end SQL database. Reports include real-time details on agent and campaign performance, displayed via a web based advanced wallboard with a number of criteria by which reports can be filtered.

As a result, management can act on information sooner. They no longer need to spend time pulling reports out of the system. What used to takes 45 minutes per report, now takes less than 5 minutes, with some reports automated, requiring no effort at all.

From a business continuity perspective, Inspired can now replicate reports. This means that other people can do it - it is that simple.

"When I'm on holiday, anyone can run the report. I can finally now go on holiday without getting a phone call," said Inspired's Contact Centre Operations Support Manager.

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This massively saves time and information is there when you get in the office. I can use the information instead of spending time on trying to pull it out.

Contact Centre Operations Support Manager
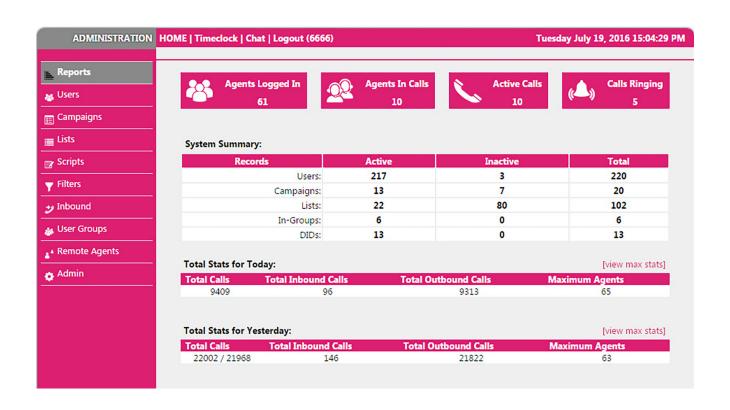Inspired Outsourcing

Support

Hostcomm delivers the responsive support that Inspired have been looking for, including out of hours. Whether it's assistance with the dialler, a customised report or even rebranding the dialler, Hostcomm responds quickly. Additional development services are also fairly priced, making the dialler even more cost-effective to operate.

"When you speak to Hostcomm - they identify the issue properly. There is follow up for everything. It's reassuring to know that my problem is important to them. They will immediately speak to data centre, network guy - whatever is necessary get an answer fast on the same call. They take ownership. We receive firstclass support from the technical team and from our Account Manager," said Inspired's Contact Centre Operations Support Manager.

Branded dialler

It took Hostcomm less than a week for Inspired to get a branded dialler - a completely branded, customised skin. "It only took that long because we chose to push it out on an update. We are passionate about what we believe in - we are Inspired. All desktop backgrounds, all screens, the building is pink and white. Agents login to the branded dialler - and it completes that feel.Everything looks the same. It fits in, and this is incredibly important to us," said Inspired's Contact Centre Operations Support Manager.

ADMINISTRATION	HOME | Timeclock | Chat | Logout (6666)		Tuesday July 19, 2016 15:04:29 PM

Reports
Users
Campaigns
Lists
Scripts
Filters
Inbound
User Groups
Remote Agents
Admin

Agents Logged In	Agents In Calls	Active Calls	Calls Ringing
61	10	10	5

System Summary:

Records	Active	Inactive	Total
Users:	217	3	220
Campaigns:	13	7	20
Lists:	22	80	102
In-Groups:	6	0	6
DIDs:	13	0	13

Total Stats for Today: [view max stats]

Total Calls	Total Inbound Calls	Total Outbound Calls	Maximum Agents
9409	96	9313	65

Total Stats for Yesterday: [view max stats]

Total Calls	Total Inbound Calls	Total Outbound Calls	Maximum Agents
22002 / 21968	146	21822	63

Summary

With Hostcomm, Inspired replaced their timeconsuming, unreliable dialler with a fast, flexible, and more cost-effective system. Everything from loading data lists to creating reports was dramatically accelerated, while Inspired could take control of dialler speeds to better meet compliance demands. Training agents on the dialler is simpler as well. Now, the company has more time to plan and get things right – increasing campaign results and brand reputation.

❝

When you look at the different aspects of the service, I can't see any segment where we lose out by changing provider to Hostcomm. It is an ideal relationship.

Contact Centre Operations Support Manager
Inspired Outsourcing

What could a dialler do for you?

Request a free trial:

www.hostcomm.co.uk

Talk to us… we are here to help

If you have any questions or require further information, please get in touch:

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