

Case Study

Citation Plc A Call Centre Solution

Although fast growth can be a major boon for a company wishing to succeed, it comes hand-in-hand with a number of issues which, if not addressed quickly and correctly, can cost a great deal in both time and money.

Keeping overheads low and profits high are two of a company's main financial priorities. However, when faced with the need to increase productivity without growing headcount, what is the best methodology to implement?

CUSTOMER BACKGROUND

Citation Plc specialise in outsourcing Health & Safety and Personnel and are one of the fastest growing companies in the North West of England. The company offers advice and consultancy to businesses around the UK ensuring they have the correct procedures in place to comply with the law.

Citation also guarantee its customers ten points of commitment, one of which is to offer a helpline service open 24 hours a day, 365 days a year and manned by professionals providing practical advice on employment and safety legislation problems.

THE BUSINESS CHALLENGE

Citation's outbound telesales operation plays an important role generating new business but, due to difficulties in recruiting telesales agents, Citation had to look at ways of increasing the productivity of its telesales department without expanding its workforce.

Another challenge stemmed from the fact that the Call Centre Manager was unable to control the activities of his agents due to the fact that they still used pen and paper as a means to track/log calls.

WHY INTER-TEL?

Citation recognised the need to implement new technologies to increase efficiency of their outbound call centre. However, its existing telephone switch did not meet the requirements, leaving Citation to find a company that could offer a complete solution - reducing costs and increasing efficiency without a prohibitive initial investment.

“I’m now able to keep my finger on the pulse, report on my staff activity, and still have time to carry out my daily tasks....”

Kerrie Machin, Telemarketing Manager, Citation Plc





THE BUSINESS SOLUTION

Via one of its leading resellers Inter-Tel Europe was able to offer a cost effective solution which met all Citation's requirements using the Axxess telephone system.

The Axxess system was integrated with Computer Telephony Integration (CTI) applications enabling Citation to screen pop customer records and run precise reports on staff activity and calls. Progressive dialler software was also installed in the telesales department. This software allowed an increase in staff productivity and a decrease in the amount of time wasted manually dialling numbers.

"Most companies do not have the resources to employ their own Personnel/Health and Safety/Payroll managers. Very often businesses cannot justify the expense of such people even on a part time basis, as a result Citation is getting more requests for advice and assistance. By implementing the Inter-Tel solution we are able to move in-line with this growth and still provide quick and effective customer service." said Kerrie Machin, Telemarketing Manager, Citation Plc.

By seamlessly integrating this complete solution with a Customer Relationship Management package Citation achieved a total CTI-enabled call centre allowing them to cut down on costs and get on with the job in hand.

RESULTS

Since installing the Axxess system Citation has vastly increased productivity of its telesales agents. On a three month study the following statistics were released by Citation based on the new system:

- 27% increase in number of calls made
- 40% increase in talk time

"This solution has produced a dramatic increase in productivity in both number of calls made and the total talk time, maximising performance results. On a management level, it has allowed me to get on with the job I'm employed to do. I'm now able to keep my finger on the pulse, report on my staff activity, and still have time to carry out my daily tasks." Machin concluded.



FOR MORE INFORMATION ON
INTER-TEL EUROPE AND THE SERVICES
WE OFFER PLEASE CONTACT US:

INTER-TEL®
Europe

INTER-TEL EUROPE LIMITED
2260 KETTERING PARKWAY KETTERING
NORTHAMPTONSHIRE NN15 6XR
UNITED KINGDOM

TEL: **+44(0)116 290 3000**
FAX: **+44(0)116 290 3001**

E-MAIL: **info@inter-teleurope.com**
WEB: **www.inter-teleurope.com**