

Virtual Resource Solutions

An Outsourced IP Call Centre Solution

Outsourcing call centres to countries outside the UK is becoming a common business strategy for many UK companies. India is leading the way as a target destination for offshore service provision according to Gartner. Given the massive distances involved however, the success of any decision to go for offshore outsourcing can hinge on getting the technology right - first time.

This case study describes how a leading travel company did just that using the latest IP technology from Inter-Tel Europe.

CUSTOMER BACKGROUND

Within the luxurious grounds of the Lahore Country Club (home of the National Cricket Centre of Pakistan), lies a small call centre of about 25 people. The staff here are highly qualified in their own fields and make up the Pakistan-based operation of Virtual Resource Solutions.

"I wanted to create an environment which was a far away from the stereotypical 'sweatshop' as possible. Here, my staff are able to take a lunch break in the most beautiful surroundings; play golf or cricket, and even go horseriding!" said Omar Shujaat, Managing Director, Virtual Resource Solutions.

"I do not believe I could have created this sort of environment at the same cost anywhere in the UK. Even if I could have done, I would not be able to recruit the same quality staff, at the same cost, as I have in Lahore." said Omar Shujaat.

THE BUSINESS CHALLENGE

In order for Virtual Resource Solutions to expand it's operations into Pakistan there were a number of barriers both physical and financial.

Calls between the UK and Pakistan currently stand at approximately 14p* a minute and whilst it may not seem high, if you have a 24hr call centre then figures soon add up.

Additionally, Omar Shujaat spends a lot of his time in the UK and wanted the ability to monitor and report on the Lahore call centre at any time and well as being able to record call and allow staff to work from home at no extra cost.



"We are very pleased with the technology and feel confident it will grow inline with my business"

Omar Shujaat,
Virtual Resource Solutions



WHY INTER-TEL?

Whilst reviewing all the options available on the market it soon became obvious only one manufacturer could deliver the solution required by Virtual Resource Solutions. The flexibility, scalability and hi-quality VoIP solution set the Inter-Tel Axxess platform streets ahead.

"We were extremely impressed by the IP offering from Inter-Tel Europe. Not only that but we could see that the Reseller had a high degree of knowledge and the skill required to implement a trans-continental IP solution" commented Omar Shujaat.

THE BUSINESS SOLUTION

Inter-Tel's reseller implemented a comprehensive solution which utilised the advanced technology functionality of the Axxess system, incorporating internet telephony, seamless CTI (allowing real-time call statistics reporting across the continents) and centralised voicemail.

"When we initially discussed the project it was just a straightforward link between Lahore and the UK. Now though, and thanks to the flexibility of the Axxess, the solution is turning into a multi-site IP network. We are very pleased with the technology and feel confident it will grow inline with my business." concluded Omar Shujaat.

RESULTS

The Lahore call centre is now in the process of expanding to a hundred seats to facilitate a new blue chip company contract. The Coventry Virtual Resource Solutions site retains control of the call centre, and can monitor staff performance in real-time using management applications in Coventry at no extra cost. This has enabled Virtual Resource Solution's management to use resources more effectively. By accurately predicting peak call traffic, Virtual Resource Solutions has been able to incorporate support contracts for several major IT companies.



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in line with the business.***

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