

## background

The client is the largest consumer body in the UK providing an online service and subscription magazine that provides reviews on over 2000 products every year. It exists to help customers make informed decisions about the products they buy through testing a variety of products and posting comprehensive assessments of each product. They test a diverse range of products that includes cameras, washing machines and mobile phones.

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## the business challenge

Before our input, the client had a free phone service that was inadequate to deal with the amount of traffic that they were receiving and their rates weren't nearly as competitive as they could be. The insufficiency of their phone service was made clear when they ran a television advertising campaign to promote a free giveaway.

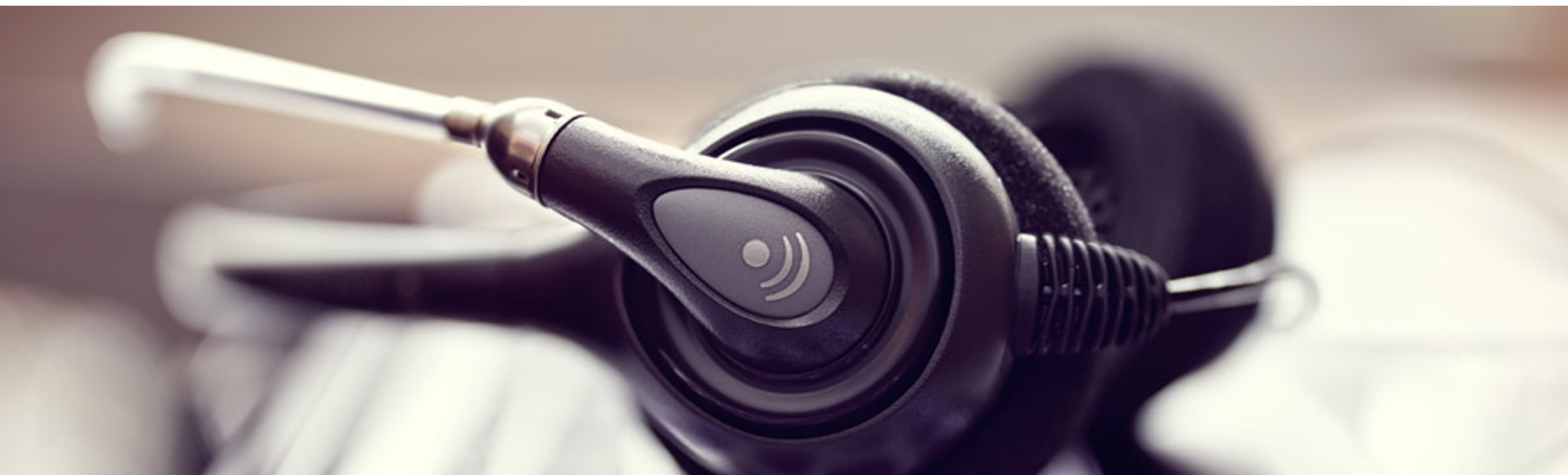
The advert displayed a contact number that viewers could call to receive a free guide. However, when the call centre received a large volume of queries coming through via the phone, the call centre was put under huge pressure resulting in many calls going unanswered. There were also further issues in regard to reporting as all reports provided were historic meaning that information wasn't available to make decisions when it was most needed.

## the solution

We provided real time call statistics and an intelligent queuing solution which meant that the client could take advantage of an advanced IVR platform without spending more money; in fact, a significant saving was achieved. After assessing all the relevant call packages, we gave them a bespoke solution that gave them the capacity to log and track their inbound calls.

We also provided the ability to monitor call queues in real time through an online portal from any device irrelevant of geography, improving the control over their inbound call delivery and allowing management to instantly transfer customers to other call centres when capacity limits are reached.

To deal with the increase in phone line activity caused by their advertising campaigns, we suggested using SMS as a call to action too, this meant that pressure was lifted on the call centre whilst ensuring that they didn't miss out on enquiries. This allowed them to address all telephone enquires first and then call the SMS enquires during their less busy periods so that productivity was always maintained and spikes in activity effectively managed.



## the result

The new system has provided better call routing, increased visibility of reporting and led to annual savings of over 30%. The network-based call queuing system allows the client to answer more calls than ever before and record thousands of messages through an innovative call capture facility out of hours or if capacity limits are reached. Our idea of providing customers with an SMS option on adverts has led to an increase in enquiries of over 25%: all without increasing their advertising spending by a penny.

Following the initial phase of this work a call back facility has also been added to the queuing solution allowing customers to request a call back during busy periods and further savings have been achieved by implementing a new calls and lines package to cut costs for outbound calls.