

1calldirect

1calldirect is a Glasgow based outsourced multi-industry direct marketing company with over 160 employees and a turnover of £2.5 million. Noble CCS enabled 1calldirect to more than double its turnover and achieve maximum staff utilisation whilst adhering to industry regulations.

1calldirect is an experienced direct marketing company that works with high profile clients to help them achieve their business and marketing objectives. Their customers include large utilities, IT companies and financial services. With over 15 years experience, 1calldirect specialises in outbound and inbound telemarketing services.

1calldirect had previously implemented a contact centre solution, in order to maximise the efficiency of its outbound campaigns. However the experience was not a happy one. 1calldirect's Managing Director, Paul Jones explains, "Our previous system never worked properly. The system required constant support that we did not receive. This ultimately resulted in the loss of a considerable amount of business. In addition, the staffing issue was a nightmare. Our contact centre staff would turn up at 9 o'clock in the morning and by mid-morning I would have to send them all home as they could not make any calls due to system downtime."

Additionally, while the previous system claimed it could do call blending, where specific call centre representatives work both inbound and outbound contacts, the system was not able to accomplish this activity. Paul Jones commented, "We saw huge potential in call blending, but we were disappointed that we were not able to make this operational with our previous system."

To avoid the danger of clients going elsewhere, 1calldirect needed to re-assess its contact centre technology and find a supplier that could provide a reliable, well supported system. Paul Jones comments, "After all the problems we had with our previous system I wanted to make sure that this time we bought the best

product available on the market that delivered exactly what was promised. We looked at 6 different suppliers before finally deciding on CCS. What I liked about CCS was the complete package it offered - a scalable, flexible system that was well supported by a UK based operation, plus it had all the features to meet our future business needs."

1calldirect started with a 30-seat CCS system and was immediately impressed by the reliability and the level of support that they received. Paul Jones commented, "After our previous experience, the CCS installation was a breath of fresh air. The level of support that we received, both technical and commercial, was fantastic."

Call blending offers a tremendous productivity and efficiency opportunity for 1calldirect. Because an inbound sales enquiry generated from client advertising is so similar



Industry	Direct Marketing
Applications	TeleSales
Solutions	Noble CCS
Features	Inbound and Outbound, Management Console, Custom Scripts, Call Recording, Real-time Monitoring, Reporting

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Paul Jones
Managing Director

to an outbound teleservices call, the same agent is assigned to both the inbound and outbound campaign. Part of the need to diversify to inbound sales was driven by the growing TPS list. 1calldirect adheres strictly to the DMA's rules regarding "best practice" for outbound campaigns and the CCS technology allows us to always be compliant. However, because the corporate TPS list has grown, we did not want to ignore this important group of people. Therefore, rather than exclude these potential customers that had signed up, we decided to offer our client an inbound campaign focused on this sector."

Paul Jones explains the challenges the campaign initially posed, "In conjunction with our client we started a direct mail campaign to generate inbound traffic, initially with separate, but limited inbound lines. The client was concerned that the majority of the calls would occur between 9:00am and 10:00am in the morning when the post was opened and, in turn, the inbound lines and representatives would be flooded with calls. This would result in a number of either unanswered or unavailable calls. After 10:00am the agents would then be under used for the rest of day."

As an alternative solution, CCS gives 1calldirect a fully blended programme using its existing staff and lines. With call blending, 1calldirect was able to add an inbound contact campaign without adding any new call centre representative resources. Paul Jones explains the solution, "Using the CCS system's ability to blend both incoming and outgoing calls, we were able to propose a marketing campaign that enabled us to reach a wide variety of customers. The advertising campaigns drove inbound business from people that may have been on the TPS, expanding the reach of the campaign. A fully blended approach could use the same representatives for both

inbound and outbound campaigns. CCS would recognise whether a representative was free and then place either an inbound or outbound call selecting the script appropriate to the campaign."

1calldirect has more than doubled its turnover since the installation of the CCS system and is now able to offer inbound, outbound and blended campaigns to its clients. The contact centre has grown from the initial 30 seats to 90 seats with future growth planned within 3 months to 120 seats.

The benefits of the blended approach are two-fold. Firstly, 1calldirect can offer its clients additional inbound campaigns without the need to re-train or move representatives from other outbound campaigns. Secondly, the CCS solution is able to control the pace of outbound call flows so that 'blended representatives' are free to take inbound calls. This capability makes it all work since the inbound calls must be responded to immediately and CCS is fully in control of the outbound calling pace. Therefore, when inbound calls come into the centre, the CCS solution understands this and slows down the pace of the outbound calls so that blended representatives, the people who can receive both inbound and outbound calls, are free to take the inbound calls. This makes the business far more efficient and creates additional revenue without additional cost.

Paul Jones explains, "After a few weeks of running the blended inbound campaign we realised that it had no negative impact whatsoever on our outbound activities, we were able to make just as many outbound calls as before. The inbound calls were a bonus and our staff fully optimised."

The reliability and flexibility of the Noble system have been the two key elements that have impressed Paul Jones and he is planning to add more CCS seats in the near future. Paul Jones summarises his experience with CCS, "The move from our previous supplier to CCS has been a complete revelation to our business, the ability to run flexible inbound and outbound campaigns has allowed us to more than double our revenues, increase the efficiency of our staff and provide a greater level of service to our customers."

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact centre technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 2,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® Solution includes advanced ACD and predictive dialling; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting and workflow, workforce management, and real-time reporting and management tools. Call +44 (0) 161 772 7100 or visit Noble Systems online at www.noblesys.com.

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