

Stellar UK

Stellar UK is a broad based contact centre specialising in inbound, outbound and blended business support services. Stellar was originally established under the highly successful Excell Contact Centres brand. Stellar specialises in customer service, telesales, customer acquisition, appointment setting and help-desk support. Stellar needed to maintain high performance standards in an increasingly competitive market. With a 70/30 mix of outbound to inbound calling, Noble CCS helps Stellar maintain its established reputation for managing successful outbound campaigns with superior stability and flexibility.

Stellar is a broad based contact centre specialising in both inbound, outbound and blended business support services. The company was established in 1993 and has since grown to 2 contact centres with the capacity to employ over 500 people. In 2007, Stellar Global Inc consolidated their call centre operations around the globe and Stellar UK was born. Stellar specialises in customer service, telesales, customer acquisition, appointment setting and help desk support.

Stellar is a major investor in new technology including state of the art calling technology and CRM systems to ensure that it maintains its competitive edge in the market place.

Because of a highly competitive marketplace fuelled by both domestic and off-shore competition and to meet legislative requirements, Stellar realised that it must be vigilant in maintaining high performance standards. Call centre technology is one of the major components of the overall communication product offered to its clients. Therefore, Stellar's management constantly assesses its call centre infrastructure to ensure that it fully supports the goal of high performance and excellent customer service.

With a 70/30 mix of outbound to inbound calling, Stellar has an established reputation for managing successful outbound campaigns, but was looking to gain superior stability and reliability over its incumbent solution and to develop more inbound business.

VP of Sales & Marketing at Stellar, George Munro explains why the choice of technology is so critical for its business, "Our most important assets are our customers and preserving our long-term relationships with them. To deliver customer satisfaction on a continual basis, you obviously need to ensure that the quality, success and efficiency of campaigns are maintained, and have the

means to demonstrate the results through reporting and other methods such as remote access and viewing. We believe that replacing our existing technology with a more comprehensive and reliable solution would help us to become even more accountable to our customer base and raise the productivity and quality of our service level agreements (SLAs) still further."

Stellar conducted a thorough appraisal of technology offerings in the market but eventually decided on CCS. "We were particularly impressed by its expansive list of features including extensive reporting that we could take advantage of immediately. We were also impressed by the ease of use in setting up and adapting campaigns," says George Munro. "Although the initial installation was involved, as you might imagine for a business of our size, there were no major problems and all new campaigns are now run using the CCS technology."



Industry	Outsourcing
Applications	Customer Service, Telesales, Help Desk, Collections
Solutions	Noble CCS
Features	Inbound and Outbound, Management Console, Custom Scripts, Compliance, Call Recording, Real-time Monitoring, SQL Server Integration, Reporting
Seats	300+

" I have worked with pretty much all the main outbound call management providers, all with similar functionality. However, CCS is the only system that has been able to give extensive functionality and has proved its superior stability and ease of use. In a business where uptime and efficiency have a direct impact on our bottom line, we need technology like CCS, that can continue to deliver day in, day out. "

George Munro
VP Sales & Marketing

Stellar runs as many as 14 campaigns per week using the CCS system. The web-based agent scripts are easy to set up and can be altered in real-time. George Munro explains how the agents work, "Our agents use a basic script that is used as a guideline but not followed verbatim. Many of the outbound calls are for new customer acquisition. Once a sale is made or an appointment is set, key information is then communicated to our customers' databases held at their own sites. CCS also enables agents to transfer both voice and data calls to other remote offsite locations."

Data management is a key focus of both the CCS solution and Stellar's operations. CCS works in conjunction with Stellar's Microsoft SQL server database so that data can be segmented and prepared for campaigns quickly. It is very easy to query

a database using multiple selection criteria or fields to select the precise records that meet the needs of a specific marketing campaign. Managers can also modify campaign parameters while they are in progress depending on current results.

Munro is also keen to stress the importance of managing marketing data and the ability to segment this successfully. "With more regulations and restrictions on outbound calling, Stellar is aware that the source of data and the way it is managed is likely to become even more critical in the future. Telemarketers will need to be more selective over the data they use as it is no longer acceptable to adopt blanket style calling. The flexibility of CCS means we can profile the data more accurately and using default reports can display statistics on calling patterns within seconds. In turn the campaigns can be tweaked in real-time so that we can get the best results and Agent productivity possible from the data available, whilst complying with DMA and Ofcom regulations and guidelines."

According to Stellar, the comprehensive CCS contact management software helps them to fulfil quality assurance objectives and comply with industry regulations. Munro comments, "Using CCS, we can observe DMA guidelines and even improve on them compared with the industry average. The system's intelligent algorithms, which look at more than 20 factors per second, including individual agent behaviors, can limit Silent Calls to less than 3%, comparing favourably with the DMA recommendation of less than 5%. This enables increased agent productivity whilst maintaining a desired drop rate."

CCS transmits CLI (Call Line Identification) and plays recorded messages to alleviate consumer concern associated with dropped calls. All calls are recorded using integrated digitised recording and are stored onto a DVD jukebox for easy search and retrieval. Using CCS functionality, Stellar's QA team monitors 100% of calls with the option of coaching agents at the same time. In turn, quality managers can sanction calls that do not meet their standards and can employ structured and regular training to address any shortfalls in agent behaviour.

Stellar Contact Centres currently operates six days a week between 8.30am and 9pm handling both BtoC and BtoB contacts. At present, Stellar is running more than 300 outbound seats. George Munro concludes, "I have worked with pretty much all the main outbound call management providers, all with similar functionality. However, CCS is the only vendor that has been able to give extensive functionality and has proved its superior stability and ease of use. In a business where uptime and efficiency has a direct impact on our bottom line, we need technology like CCS, that can continue to deliver day in, day out. Unlike its rivals, Noble also gives an upgrade path to supporting inbound too."

He added, "CCS allows us to maintain healthy relationships with our customers, who we naturally see as the lifeblood of our business. We are not only able to meet our SLAs but we also exceed them. By replacing current technology with CCS we are minimising our overall cost of technology ownership and operational running costs, and can pass on the benefits to the customer, thus retaining a competitive edge in the market."

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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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