

CASE STUDY



CIM Telephony :: Concerto's CONVERSATIONS

Dial-a-Phone Uses Conerto's Call Centre Management Solution to Improve Productivity and Operational Efficiencies for Increased Sales

AT A GLANCE:

- **Background:** A leading specialist supplier of mobile phones to the UK marketplace
- **Challenge:** To gain competitive advantage in the mobile phone industry
- **Solution:** Conversations
- **Results:** Increased productivity for call centre agents

Background

Dial-a-Phone Limited is the UK's leading specialist supplier of mobile phones direct to the consumer. Established in 1995, the company conducts its business purely on the Internet or via the telephone. This ensures there are minimal overheads and that cost savings are passed on to their customers.

Challenge

Dial-a-Phone is operating in a fiercely competitive mobile phone market. Therefore the company needs its channels to market to be as effective as possible in order to effectively process as many customer calls as possible - and gain competitive advantage. After a tender in late 2001, Dial-a-Phone selected the Conversations solution, the industry's premier outbound predictive dialing solution. Concerto was chosen on the basis of a number of visits to customer sites to see the Conversations solution in action.

Solution

Dial-a-Phone selected Concerto's Conversations telephony solution to provide outbound dialing across its two disparate call centers based in Kentish Town and Edgware. The solution enables Dial-a-Phone to be more proactive in their follow up of outbound telephone sales, as they are now able to spend more time on the phone talking to customers and prospective customers.

As part of the outbound CIM telephony solution, Conversations delivers leading predictive dialing and campaign management capabilities to ensure that Dial-a-Phone receives the highest levels of talk time per hour combined with the lowest percentage of nuisance rates. Thus enabling the most productive use of time spent on sales calls.

Now that Conversations is in place, our sales agents are far more productive as they have all the customer information at their figure tips. This means greater customer service - fewer hang-ups, faster connections and no hold time - which all equates to improved operational efficiencies and increased sales opportunities."

Ben Bennett, Telecommunications Manager at Dial-a-Phone commented

Result

By implementing Concerto's Conversations, Dial-a-Phone is able to monitor the length of agents' calls, report the contact results in real-time, dynamically allocate resources to meet demands and track everything to produce the most effective and profitable campaigns possible.

Ben Bennett, Telecommunications Manager at Dial-a-Phone commented, "Now that Conversations is in place, our sales agents are far more productive as they have all the customer information at their figure tips. This means greater customer service - fewer hang-ups, faster connections and no hold time - which all equates to improved operational efficiencies and increased sales opportunities."

To date Dial-a-Phone has seen an increase in their right party contact levels compared with their productivity levels in a manual dialing environment.

Futures

Dial-a-Phone will become one of the UK's earliest adopters of the latest release of Conversation 5.0. The latest release includes the following features; Cisco/Geotel integration, PowerCTI, Strategy Flow multichannel vertical solutions such as eCollections and eMarketing and digital recording.

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