

Outbound Dialling

Effective customer contact to drive sales and cash collections



The Convergence Integration Company



In today's challenging business climate, UK organisations are looking for innovative ways to improve business performance and drive down business costs – the mantra is: do more for less with what you've got. In this environment, major UK organisations are taking another look at outbound dialling technology. It's clearly not a new technology but it has matured to the extent that it now has a valuable role to play in most modern enterprises in optimising business performance.

Like any other technology, dialling can have a negative impact if it is used inappropriately. Used appropriately, dialling solutions can make a significant impact in organisations across a range of industries including retail, financial services, gaming and many others, resulting in enhanced customer contact, increased sales conversion, improved customer retention and reduced debtor days.

Take, for example, the highly competitive motor insurance industry where innovative insurers have taken great steps to win new customers. For these insurers, their greatest strength has become a potential weakness. The problem is that the customers they are attracting typically have a high propensity to shop around. So, when it comes to renewal, they are more likely to defect. This is where timely outbound contact becomes a business imperative.

We can advise you on all the people and process aspects of outbound dialling. And for the technology, we have a vendor-neutral perspective on the best available tools for your business needs; this will ensure that the technology you deploy will produce real and measurable business results. With recognition and implementation of the Telephone Preference Service requirements, silent call guidelines and industry best practice, you can create outbound dialling campaigns that will be welcomed by your customers.

Today, many organisations use outbound dialling as a central element of their customer communication strategy. The technology has matured and is now being applied with a level of professionalism that makes it acceptable to your customers, while improving business performance and driving down business costs.

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Case Study: Autonet Insurance

Formed in 2000, Autonet Insurance Group is one of the country's largest independently owned insurance brokers with over 40,000 clients. In just three months, Autonet's telesales team increased the volume of quotations by 495%.

Business Challenges

Systems Integrators, CC (Corporate Communications) originally met with Autonet to discuss the Telephone Preference Laws and its business implications. Autonet's primary challenge was to automate and fast-track its enquiry handling and sales process and was looking for a partner.

Existing practice was that Autonet would respond to requests for quotation via email or manual call back. This being a time consuming manual process, it would often take up to a day to respond to the customer. As there is a direct relationship between speed of response to a customer enquiry and successful sales, CC advised Autonet that a dialling solution would increase business efficiency and therefore sales.

"CC wrote an excellent scoping document to realise Autonet's objectives and we agreed to their suggestion of Rostrvm as the most suitable system to integrate into the Siemens Realitis PABX platform, interface with SQL server into our own in-house insurance quote platform, Exchange email and into SMS." Said Mark Hill, Systems Manager, Autonet Insurance.

"The dialling solution provided by CC has given us the opportunity to talk to more people and therefore convert a higher ratio of insurance quotes. As for the customer, from the time that he physically stops using our page on the internet we can be calling him back within 5 minutes. It's not just us that thinks that service is impressive - the customer does too."

Customer Benefits

Within six weeks of the decision to deploy the Outbound Dialling solution, Autonet experienced significant productivity improvements. Previously, Autonet's outbound agents could respond to 85 requests for quotations per day and from day one with the dialler solution in place, one person can now handle more than 400 in the same time frame.

"CC provided project management throughout the programme, fast-tracked the implementation, came in two weeks ahead of schedule."

Mark concluded: "The dialling solution provided by CC has given us the opportunity to talk to more people and therefore convert a higher ratio of insurance quotes. As for the customer, from the time that he physically stops using our page on the internet we can be calling him back within 5 minutes. It's not just us that thinks that service is impressive - the customer does too."

About CC (Corporate Communications)

CC is a leading independent convergence integrator specialising in voice, data and contact centre solutions. We deliver comprehensive communications strategies and solutions that enable our customers to maximise their investment in technology, time and people. Our consultative approach, an optimised blend of business strategy, process analysis, application feasibility and infrastructure consulting, allows our customers to fully exploit their communication technologies.

We work hand in hand with our clients, providing valued expertise and technological capability, to ensure that critical business issues and challenges are overcome. Our highly skilled consultants get right to the heart of business, providing tailor-made communication solutions and services that reduce costs and significantly improve the bottom line.

With a proven track record in acquiring and retaining FTSE 500 and International clients across the Retail, Manufacturing, Finance, Travel and Automotive sectors, our customers include Monsoon, Dreams, Renault Retail, Smythson, Lloyds TSB, Autonet Insurance, Apple, Google, Intel, CIBA Vision, Covidien and Wolseley.