

C&W WORLDWIDE HELPS A UTILITY COMPANY RESPOND 66% FASTER

WHAT WE HELPED OUR CUSTOMER ACHIEVE

We transformed their massive and inflexible contact centre estate, by hosting a new managed dialler, as part of a five year roadmap to a fully converged IP solution.

Some of the key benefits we brought to this customer were:

- **Cutting the time between call detection and delivery to agent by 66%**
- **Providing open access to the dialler, so calls go to the most appropriate agent**
- **Creating a better customer experience, with faster and more successful connections**
- **Ensuring call recording meets FSA and PCI compliance requirements**
- **Leveraging our customers legacy contact centre investment while implementing a roadmap to fully converged IP.**

THE CHALLENGES WE HAD TO OVERCOME

Our customer's Contact Centre estate consists of 10,500 agents across 14 locations in the UK, India and South Africa. Using mixed vendor legacy TDM technology, the overall performance of the Contact Centre was slow, with around a 90 second delay between calls being detected and passed on to agents. The call distribution system was limited by the infrastructure, so calls were often routed to the wrong agent. In addition, the high volume of calls meant many were lost or dropped.

Our challenge was to provide a centralised solution that gave this customer more flexibility, helped them handle calls faster, and directed them to the right agents. A fast implementation was an added challenge, as was a tightly defined budget.

HOW WE HELPED

We implemented a managed hosted Aspect Dialler solution which all agents across their contact centre estate can access. The high availability platform is hosted in two data centres within Cable&Wireless Worldwide's core PSTN network.

The Aspect Uniphy Dialler technology detects call progress faster, cutting the time calls are delivered to agents from 90 to 30 seconds. Superior call distribution means more calls are successfully connected and passed to agents with the right skills. For example, the Debt management team achieved a 300% improvement in recorded revenue in the first month.

As part of a multi-million pound, five-year deal, C&W Worldwide is now leading this major UK Utility company on a transformation roadmap to a fully converged IP solution. This will centralise and simplify functionality, improve customer service, and maximise economies of scale.

To see how Cable&Wireless Worldwide can improve your service now and for the future, please contact us:

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