



MORE TH>N®

Netcall helps MORE TH>N improve its customer service while enabling agents to better manage 'call spikes'

99 per cent of customers happy to use QueueBuster and 85 per cent of agents say it makes their job easier

A flagship solution from Netcall, the leading provider of callback, auto-messaging and contact solutions, has helped MORE TH>N improve customer service and better manage peaks and troughs in calls in their contact centres. MORE TH>N, the direct financial services provider, with contact centres in Peterborough, Bristol, Sunderland and Liverpool, has been introducing Netcall's QueueBuster over the last four years and is now benefiting from the company's new hosted service version.

QueueBuster gives customers an alternative to queuing by taking their details and queuing on their behalf, then calling them back automatically when the next agent is available. MORE TH>N has been delighted with the results, which have allowed them to improve service levels without hiring extra staff, and significantly reduce caller abandonment rate. Nearly 100% of callers are happy with QueueBuster and agents are enjoying fielding easier calls.

MORE TH>N is one of the UK's leading direct financial services companies, providing two million customers with access to an extensive product range including home, motor, pet, life, and travel insurance via the Internet and telephone. As a market leader, the company is always looking for new and innovative ways to improve customer service and make interaction with its staff on the telephone or online a more pleasant and productive experience.

In 2002, following a sustained TV advertising campaign, MORE TH>N realised that it was losing potential customers because agents could not deal with all of the increased numbers of calls or 'calls spikes' that the advertising created.

"The response to the advertising was immediate, meaning that our call centres received a large volume of calls in a very short space," explained Mark Christer, Customer Services Director, MORE TH>N. "This is a common problem for advertisers because the resource requirement during these call spikes is significantly higher than the requirement between adverts, but it is impractical to schedule agents for the duration of the call spike only. Therefore, many new potential customers simply hung up and the leads were lost, which in essence meant that we were not making the most of our marketing budget."

In response, MORE TH>N began the search for a solution that would help them to minimise the number of lost leads, at the lowest cost to the business, with the most favourable impact on the business as a whole. Netcall's QueueBuster was identified as the ideal product.

An initial pilot scheme at MORE TH>N's Sunderland office was launched in late 2002. The trial was a huge success, and saw agents handle nearly 1,000 extra calls at excellent conversion rates.



netcall



your call is our call

"We were blown away by instant success of QueueBuster," explained Lynne Jamieson, Telephony Leader, MORE TH>N. "As a contact centre we have to be able to measure the success of all our technology and always meet and exceed our key performance indicators. Working with Netcall, we set out strict targets and not only met but exceeded them within a month! We were so impressed by the pilot scheme that we decided to roll the system out to additional MORE TH>N contact centres."

QueueBuster is now installed in four MORE TH>N locations at Peterborough, Bristol, Sunderland, and Liverpool, as both Customer Premises Equipment (CPE) and as a hosted service.

"Initially, we decided to opt for the CPE version of QueueBuster, as this was the best value option at the time. However, when QueueBuster became available as a hosted solution it made more sense for us to utilise this option, since it has the ability to grow as we grow, meaning that we can add a new contact centre at the touch of button," explained Lynne.

QueueBuster continues to be a roaring success for MORE TH>N. Up to 67 per cent of callers prefer to use the service rather than hold on the line, and 98 per cent of customers are successfully called back. Over 99 per cent of those customers who received a call back were happy with the service. An improved customer experience also makes for more content agents, who no longer have to deal with irate customers, frustrated after a long wait in a queue.

QueueBuster paid for itself within the first year and continues to save MORE TH>N substantial amounts of money every month. Benefits are derived from increased sales, improved agent productivity and reduced 0800 call costs.

Mark Christer, of MORE TH>N concludes "We have been absolutely delighted with Netcall. The product is brilliant and 'does exactly what it says on the tin'. Our customers are happier, our agents are more content and overall, in 2005 we managed to improve our service level rate by a minimum of 10 per cent and reduce our caller abandonment rate by a minimum of 20 per cent, both without any extra staff! What more can I say - Netcall really is spot on!"

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**Mark Christer,
Customer Services
Director,
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About Netcall

Netcall is the leading specialist in callback, auto-messaging and contact solutions, helping organisations increase profits and productivity while improving customer satisfaction and employee morale. Based near Cambridge (UK), the company has over 20 employees and is quoted on the Alternative Investments Market (AIM), adhering to the disclosure standards required by the London Stock Exchange.

10 Harding Way,
St Ives
Cambridgeshire PE27 3WR

tel +44 (0)1480 495 300
fax +44 (0)1480 496 717
www.netcall.com