

The logo for netcall, featuring the word "netcall" in a white, lowercase, sans-serif font. A red curved line starts under the 'l' and sweeps upwards and to the right, ending under the 'a'.

your call is our call



## **NetCall QueueBuster increases Onetel's call handling capacity without increasing headcount**

### **Call abandonment reduced by 30% at busiest times**

Netcall, the leading provider of callback, auto-messaging and contact solutions, has helped make it easier for customers to reach Onetel during their busiest time of day.

Onetel, part of the Carphone Warehouse group of companies, is the UK's largest integrated communications service provider and today supplies over 1.7 million fixed, mobile and internet services to residential and business customers.

Demand for Onetel services generates over 20,000 UK inbound calls daily: 3,000 of which are typically new account set-up requests - the remaining 17,000, are existing customers wanting to top up their accounts and buy new services.

Despite a contact centre of 300 staff operating 16 hours a day, 7 days a week, average queue times had reached 4.5 minutes. The sheer volume of traffic in peak times between 9.00 and 11.00am and again after 6pm, could see queue lengths escalating further.

Onetel realised it was inevitable that customers would encounter a queue at some stage during their relationship. But it was how they handled these queues that determined the success or failure of their customer management strategy.

Since Onetel operates in a highly competitive environment, it was essential for them to keep service standards up and costs down. They realised that customers had better things to do than wait on-hold, and any abandoned call is potentially a lost customer. Onetel knew they needed help to address the current situation and looked for ideas on how to improve the way they managed their queues.

Netcall's QueueBuster provided the answer Onetel was looking for. By using QueueBuster, Onetel was able to transform its handling of queued calls, by simply giving their customers the option of receiving a real-time call back, rather than suffer the irritation of waiting on-hold.

Their customers were now able to hang up and do other things, letting QueueBuster queue in their place and wait for an agent. Because the call back process was fully automated, customers got their call back in the same time they would have waited on-hold, while agents received call backs as normal inbound calls. And by spreading its peak call load, Onetel was able to increase call handling capacity - without increasing staff costs - and significantly reduce their 0800 call charges.

**"We could see that, providing customers got their call back in about the same time as they would have queued for, it had to be better for customers. When customers take the QueueBuster option their call can't abandon. So, as long as customers were happy to use it, abandoned rates would reduce and that's exactly what happened" - Dave Crowley, Onetel**



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The impact of QueueBuster was seen at Onetel immediately, with up to 80% of customers offered QueueBuster taking the call back option at peak times. And even when answer times dropped below peak average, around 40% of their customers were still using QueueBuster. This resulted in

- Increased revenue because call abandonment was reduced by 30% at busiest times
- Lower operational costs because talk times reduced by around 35 seconds on QueueBuster calls
- Improvements in customer satisfaction

There were also other significant financial benefits from installing QueueBuster; Onetel was able to reduce their 0800 costs since no call charges were incurred while QueueBuster was queuing on the customers behalf. They made further savings because call backs were made on standard rate telephony, thus saving Onetel the difference between '0800' and 'standard rate' for the duration of the call back.

All of these financial gains were won without increasing headcount costs since QueueBuster eliminated the need to recruit additional agents to handle daily peaks of just a few hours. In addition, it gave Onetel an operational comfort zone – by giving the call centre a safety net with which to handle everyday variation in call demand and staffing - unexpected 'spikes', sickness, team meetings, staff training and breaks - without degrading service.

*Dave Crowley of Onetel concludes* "The benefits QueueBuster delivered for us are three fold: by cutting the number of calls queuing on 0800 we're cutting our costs, reducing the risk of losing revenue and improving customer service".

#### About Onetel

Onetel is part of The Carphone Warehouse Group, and is the UK's largest integrated communications service provider and today supplies over 1.7 million fixed, mobile and internet services to residential and business customers. Onetel is a vocal player in the telecommunications industry, and has helped to bring significant changes to the market, going one better for customers through product and service innovation, regulatory change and dynamic marketing.

#### 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.

**"QueueBuster increases customer satisfaction during the busy times – we know that because customers tell us they like it".**

***Dave Crowley,  
Onetel***

10 Harding Way,  
St Ives  
Cambridgeshire PE27 3WR

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