

netcall

your call is our call



QUEUEBUSTER DELIVERS A 'WIN-WIN' FOR SKIPTON BUILDING SOCIETY

Telephone queuing systems help contact centre handle 12.5% more calls and better cross-sell and up-sell

Netcall, the leading provider of callback, auto-messaging and contact solutions, has helped Skipton Building Society to alleviate the age-old problem of remaining on hold when calling its contact centre. Netcall's QueueBuster solution gives customers an alternative to queuing by allowing them to simply leave their details, maintain their place in the queue and receive a call back when an agent is available. The Contact Centre can now handle 12.5 per cent more calls leading to happier customers who are not frustrated at being kept on hold and more content agents who do not have to deal with irate callers. Moreover, QueueBuster pays for itself in the increased cross-selling and up-selling that the solution has enabled.

All inbound contact centres suffer from peaks in demand at busy times, with the seemingly inevitable queues that so many customers find frustrating. Queues mean abandoned calls, lost opportunities, dissatisfied customers and agents, and an overall reduction in productivity.

Skipton Building Society, the UK's 7th largest building society, was no different. However, when they signed up to NetCall's hosted QueueBuster service in 2004, they were able to offer their customers an alternative to queuing. Callers simply press "1", leave their details, and hang up. QueueBuster does the rest, patiently holding for an agent and then automatically calling the customer back.

Callers taking the option have been both surprised and above all delighted by the service. In addition the benefits to the contact centre have also proven to be highly valuable. John Gibson, General Manager, Customer Services, has quantified the benefits so far;

- Existing staff are handling 12.5% more calls.
- Significant reduction in caller abandon rate.
- Agents able to spend quality time with customers, increasing mortgage lead generation and sales.
- QueueBuster covers temporary staffing shortfalls, producing an overall 7% reduction in staffing levels.

John says, "Now that QueueBuster's been with us for some time, we can honestly say that 'it does what it says on the tin'. Regular callers now use it frequently, and with a call back success rate in excess of 98% they've learnt to rely on it. Psychologically we get control of the call and it's giving us more opportunity to upsell and cross-sell."



Michelle Lightfoot, Contact Centre Manager has been particularly pleased with the response of mystery shoppers, employed to monitor their performance. She says, "These are experienced professionals who ring Contact Centres regularly to check up on our quality of service. If QueueBuster can impress them, then I know it's doing a good job."

Michelle concludes "QueueBuster has delivered a real win-win for the team. Although we are seeing increased productivity and sales, the agents actually see the system as being for their benefit. It enables them to take time with customers and feel that they are doing a good job for all concerned - it puts the customer in the right frame of mind."

About Skipton Building Society

Skipton is the UK's seventh largest building society, with assets over £8 billion and a national presence represented by its 79 branches, covering the country from Aberdeen to Plymouth. An innovator in the field of mortgage and investment products, the Society stands apart from its counterparts as the parent to 16 subsidiary companies, many of which operate in the financial market.

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.



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