

MORE TH>N Handles Increased Call Volume With Avaya Communication Manager and Netcall QueueBuster

MORE TH>N is one of the United Kingdom'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.

MORE TH>N is a forward-thinking financial brand that has the Royal Sun Alliance Insurance Group heritage, expertise and tradition behind it. Grounded in the values of modernity, individuality, perspective, purposefulness, clarity and integrity, the MORE TH>N brand is underpinned by the desire to go the extra mile for the customer – delivering more than words and treating customers as individuals.

A Business Challenge

In 2002, following a sustained television advertising campaign, MORE TH>N realized it was losing potential customers because agents could not handle the increased number of calls or “calls spikes” that the advertising created.

In response, MORE TH>N began to search for a solution that would help them minimize the number of lost leads, at the lowest cost to the business, with the most favorable impact on the business as a whole. They identified Netcall's QueueBuster as the ideal product. Netcall is a Gold-level member in the Avaya DevConnect program.

Key Capabilities of the Solution

Avaya Communication Manager is an open, scalable, and highly reliable telephony solution that provides centralized call control for a resilient, distributed network of media gateways and a wide range of analog, digital and IP-based communication devices.

Netcall 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. Queuebuster can measurably improve contact centre productivity by smoothing out call peaks, enabling users to handle up to 15% more calls. In addition to reducing the number of abandoned calls, Queuebuster helps reduce staff stress levels by lowering customer frustration.

Seamless Transition to a New System

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.

“We were blown away by the instant success of QueueBuster,” says 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.”*

Jamieson adds, *“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 utilize 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.”*

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.

Benefits for the Company

Up to 67% of callers prefer to use the service rather than hold on the line, and 98% of customers are successfully called back. Over 99% 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. Savings are derived from increased sales, improved agent productivity and reduced 0800 call costs.

Specific benefits included:

- Increased number of calls answered due to fewer abandoned calls
- Greater customer satisfaction, improving up-sell and cross-sell opportunities

- Same number of calls but fewer agents
- More calls but same number of agents
- Same service level but less cost
- Improved service level at same cost
- Regulatory compliance
- Greatly reduced stress for agents

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 percent and reduce our caller abandonment rate by a minimum of 20 percent, both without any extra staff! What more can I say – Netcall really is spot on!”

ABOUT DEVCONNECT

The DevConnect Program is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at www.avaya.com/devconnect.

ABOUT NETCALL

Netcall is a United Kingdom company listed on the Alternative Investment Market (AIM) of the London Stock Exchange. Netcall develops and supplies a range of innovative communication solutions to organisations of all sizes, including many blue-chip companies, who use Netcall solutions to improve their operational efficiency, customer experience and employee morale.

Netcall deploys solutions quickly and easily via the company’s fully managed Intelligent Communications Platform, either on-site, at a customer’s premises, or – increasingly – as a hosted “on-demand” service. This helps minimize the resources required and eliminates the need of costly capital expenditure.

Netcall has over a decade’s experience of owning and running a high-availability service platform co-located with international carriers. Netcall staff’s vast knowledge and experience ensures that customers benefit from excellent support at every stage of a project – from defining initial specifications to post-implementation analysis.

For more information, visit www.netcall.com.

ABOUT AVAYA

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: www.avaya.com.

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