



Netcall's hosted QueueBuster service provides a win-win solution for customers and agents at Nildram

Callback service delivers quality customer experience and improved operational performance for award winning ISP

Since 1995, award winning Internet Service Provider (ISP) Nildram has built its reputation upon a commitment to performance, innovation and customer care. In 2006, Nildram scooped the Highly Commended award in the ISP category of the PC Pro 2006 Awards, with 89% of customers saying they would recommend the service to a friend.

In 2006, Nildram's call centre operation needed to find a way to provide a high-quality customer experience for both business and home users as call volumes increased due to continued business growth. The ISP also wanted to reduce the pressure on its phone system caused by peaks in incoming calls.

"Our Sales Manager was asked to make recommendations as to how we could manage the customer experience during busy periods when call centre queues can build up quickly, putting pressure on our agents," explains John Plant, Nildram's Infrastructure Manager. He continues, "At the same time, I needed to find a way to ensure our existing phone system could cope with increased call volumes, without becoming swamped. We both came up with the same answer, in the form of Netcall's QueueBuster service!"

Netcall's QueueBuster gives customers an alternative to waiting on hold in call centre queues by taking their details, queuing on their behalf, and then calling them back automatically when the next agent is available, at no cost to the customer. The ISP decided to trial the QueueBuster hosted service early in 2006.

John Plant continues: "As an ISP, we considered hosting the QueueBuster application ourselves, but the 'pay as you go' business model of Netcall's hosted service was an attractive option, since we could set it up and use it instantly, without incurring any start-up costs. As a growing business we also liked the fact that the hosted QueueBuster service could scale up to handle increased demand."

After a successful trial, the hosted QueueBuster service was rolled out to around 70 agents in Nildram's technical support, customer care and sales teams. QueueBuster automatically comes into play when customers have been waiting in the queue for one or two minutes. Once customers have requested a callback, QueueBuster waits on their behalf. Agents receive the callbacks as inbound calls, with the caller's name played to them, so they can greet customers personally.



The service has been enthusiastically received by customers. And, according to John Plant, QueueBuster has also improved operational performance by helping to reduce the pressure on agents during busy periods:

“Because customers appreciate the opportunity to request a callback rather than waiting in a queue, we have found that the callbacks begin on a much more productive note. As a result both agents and callers experience less stress and calls can be dealt with more swiftly and effectively, improving overall productivity. It really is a win-win situation for both parties.”

Nildram has also been able to fulfil its objective of managing an expanding customer base while maintaining the performance of its existing phone system. John Plant explains:

“QueueBuster allows us to spread the volume of inbound calls more evenly across our phone system, thereby reducing the pressure on our existing infrastructure and improving operational performance. This is an important benefit allowing us to focus our resources more effectively to deliver a consistently high quality customer experience. In an intensely competitive market-place, we believe QueueBuster gives us a significant advantage, allowing us to build valuable, long-term relationships with our customers and maintain our ethos of performance, innovation and customer care.”

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 (U.K.), 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.



your call is our call

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***John Plant-
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