

Durham Contact Centre Completes Technology Makeover in 4 Weeks and Wins Major RFP



A DIVISION OF THE PIC GROUP

“When we heard of the RFP’s requirements, we thought it was near impossible to be ready by the deadline but Upstream Works promised to have it implemented on time, and they really delivered on their promise. We were really impressed by their commitment and knowledge!”

Allen Holmes, Chief Financial Officer

Industry:

Outsourced Call Center

Challenge:

- ❖ To fulfill the technical requirements of a major RFP within a 4 week deadline

Solution:

- ❖ Deployment of eMedia CMA platform
- ❖ Integrated Screen-pop
- ❖ eMedia IVR

Results:

- ❖ Ability to fulfill RFP requirements within a short time frame
- ❖ No surprise costs
- ❖ Efficient agent tracking time
- ❖ Seamless integration and software asset management
- ❖ Scalable
- ❖ Versatile technology for use on other projects

Challenge

The Durham Contact Centre (DCC), a client support outsourcer had from Aug 30, 2006 until Sept 27 2006 fulfill a request for proposal they had won from a leading Canadian telecom corporation. Being awarded this RFP would have significant impact on revenue as a well as bring DCC high notability for having such an impressive customer base. Although the initial RFP request started in Jan. 2006, the client did not award the RFP until Aug 20, 2006 – leaving only four weeks until the production date. At the time DCC did not possess the specified technical requirements of having an integrated IVR and screen pop environment that would transfer calls alongside with all critical caller data to the appropriate agent as defined by the Client’s specific business rules. With a hard deadline of only 4 weeks, DCC had the challenge of completing this infrastructure re-vamp, testing, and agent training by the production date.

Solution

Having experience in the outsourced call center industry, Upstream Works understood that it’s quite common for evaluation dates to be postponed while production dates remain the same. After considering all possible factors, Upstream Works developed an integration plan that would enable DCC to fulfill all requirements by the production date. Upstream Works implemented eMedia CMA platform alongside eMedia IVR, which collected data from callers and then transferred to agents based on specified business rules. Upstream Works also delivered an integrated screen pop application that connected to backend systems, providing agents will full caller information prior to taking the call. Further integration allowed time based agent activity tracking, allowing managers to monitor agent productivity at all times.

“Upstream Works was very important to our success in winning the bid”

-Allen Holmes
Chief Financial
Officer
DCC

Benefits

Quick implementation

Average implementation time for such projects run anywhere between 6-8 weeks, but Upstream Works was able to implement within 4 weeks. Since Upstream Works had completed similar implementation for outsourced call centers before, they were able to foresee any possible roadblocks before hand and avoid them.

No Surprise Costs

Because of experience in the outsourced call center implementations, Upstream Works able to forecast accurately, providing DCC with all anticipated costs upfront.

Efficient Agent Tracking

DCC now has the ability to track granular agent activity metrics. DCC uses this tracking metrics when reporting productivity results back to the clients.

Seamless Integration and Software Asset Management

Seamless integration into DCC's existing systems alongside with Upstream Works easy to use software management tools made it simple for call centers managers to ease into the new environment.

Scalability

The entire implementation provided DCC with full scalability, allowing them to avoid any roadblocks as they decide to grow.

Overall Technology Improvement

Although the implementation took place solely to fulfill the requirements of a specific customer, DCC is using the versatile technology on other projects which rely on skills based routing.

About Upstream Works:

Upstream Works delivers Call Management Automation solutions, enabling call centers to increase first call resolution rates. Our solutions adapt to both large and small call centers, help staff provide better service and guarantee fast deployment and rapid return on investment.

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