



Case Study
Res-Q Contact Services:
Accredited Outsourced Customer
Contact Specialist

The Leading Provider of Network Contact Centre Solutions



.. working in partnership with you



"We enjoy a good relationship and Res-Q has chosen to pin their colours to Ultra's mast for the long-term."

Jill Marchbank
Head of Operations

RES-Q CONTACT SERVICES



Background

Res-Q Contact Services are an outsourced customer contact specialist company who offer a uniquely flexible and completely transparent solution to their clients. Clients can access management information and campaign performance remotely from their office and effectively see minute by minute what is happening in the Res-Q call centre.

The Ultra Solution

Res-Q use Ultra Communications' dialler and contact centre solution for their operation and Gill Marchbank, Head of Operations at Res-Q is delighted with results, "Before Ultra, our technology, and in particular our dialler was falling short of our expectations. There were shortcomings in the areas of reporting, support and dialler efficiencies. We met Ultra at Expo 2006 and once the decision was made to use their services, (helped by the very low start-up costs), their system was integrated and running in days - and we haven't looked back".

Gill highlights some of the issues experienced with their previous technology; "The dialler sometimes had problems interacting with Telco providers, skewing our figures. We also felt there were better efficiencies to be had in contacts per hour with our business-to-consumer contact programmes.

Crucially for us, real-time reporting on abandon rates, dials to connect, etc. wasn't readily available and it was operationally very difficult to obtain information on agent effectiveness when needed."

The Ultra dialler and contact centre solution solved these problems. Compliant with Ofcom, DMA and FSA regulations (an important Res-Q target market) the dialler has proved very effective and efficient in delivering the operational standards required by Res-Q, and the ease of scaling campaigns and programs has been particularly useful as the Ultra system works on a Pay-as-You-Talk model.

As important as having a good working solution was the need for a sound support structure behind the technology, offering flexible, timely advice when required. Res-Q's previous provider had not been able to supply this, leading to extreme frustration and dissatisfaction. Ultra have a complete support team and help-desk available to assist, and they provide Res-Q with the expertise, experience and support to help them build their client-base.



As Gill points out, "Ultra is pro-active in recommending ideas and providing answers; and they work with us to create the tailored solutions our clients require. Ultra is not a static solution but offers flexibility and the support to meet campaign requirements. We work as a partnership – as we grow, Ultra develops additional technology and functionality that we need for client demands."

Referring to their unique service of offering visible and transparent solutions to their clients, Gill comments, " Ultra's solutions fit our needs and requirements very well when working with our clients – their service compliments and adds value to our business proposition. In particular, the ability of our clients to remotely log-in to their program and monitor progress in real-time, access campaign reports and call recordings really reinforces our USP."

Res-Q's growth since partnering with Ultra has been a success story – over a 400% increase in agent seats. Gill sums up the relationship, "We enjoy a good relationship and Res-Q has chosen to pin their colours to Ultra's mast for the long-term."

Ultra Communications

Ultra Communications are the leading provider of Pay-As-You-Talk, Network contact centre services, including Predictive Dialling, Inbound/Call Blending/IVR and Voice Recording. The non-geographic nature of our services supports home-working and multiple-site operations. Ultra are fully Ofcom compliant, and are a complete Disaster Recovery, risk-free solution.

Ultra record over 3 million agent talk time minutes per month and have an established, long-term customer base.

For more information, visit <http://www.UltraASP.net>.

Ultra Communications Ltd
Portsmouth Technopole
Kingston Crescent
Portsmouth
Hampshire
PO2 8FA

Tel: 0207 965 0207
Fax: 0870 033 0020
enquiries@UltraASP.net