



**Case Study**  
**Telefocus:**  
**Outbound Telemarketing Specialist**

The Leading Provider of Network Contact Centre Solutions



*.. working in partnership with you*





*"Ultra has given Telefocus the flexibility to be able to respond to our clients needs as and when required"*

John Morgan  
Managing Director

## **TELEFOCUS: OUTBOUND TELEMARKETING SPECIALIST**



### **Background**

As one of the longest established contact centres in the UK, Telefocus specialise in providing telemarketing and telesales solutions for a wide range of blue chip clients; offering both inbound and outbound services, with the majority of their work focusing on outbound campaigns. As a successful company, Telefocus always need to be in a position of using the latest dialler technology and systems, allowing them to focus on the development and delivery of their core business service.

In 2005, success led to expansion plans and Telefocus searched for a solution that would allow them to take a low-risk approach to growing the business - their existing system would have required costly infrastructure changes to add the next agent licences. The solution had to be easily scalable to meet demand, support multi-site capability and have the functionality to provide additional services when required. Above all, the solution had to have reliability and business continuance built in and be fully compliant with legislation.

### **The Ultra Solution**

Telefocus began using the Ultra Communications network predictive dialler and contact centre solution in January 2006 - financed as an operational cost rather than a capital expenditure investment, (a key unique selling point of Ultra's dialler solution).

Initially starting out just using Ultra's network predictive dialler alongside their own on-site dialler system, Telefocus now happily relies on Ultra's systems for all their operations. Telefocus make full use of Ultra's functionality, such as inbound, call blending, interactive voice response, automatic call distribution, accessing voice recordings securely, real-time monitoring of agent effectiveness, the suite of management reporting tools, and many others.



Another key factor in choosing Ultra's network dialler solution was the ability to support multi-site capability. In terms of productivity, it was essential that Telefocus had the technology to distinguish between performance across sites when, for example, the sites were working on the same campaign. The ability to monitor agent and campaign performance in real-time, together with securely accessing a full range of reports remotely, increased productivity for the company.

Telefocus can approach Ultra, anytime, for extra reporting elements and functions to meet their clients' requests, and the level of dialler support and pro-active campaign management advice offered by Ultra cements a strong working partnership between the two companies.

"Ultra has given Telefocus the flexibility to be able to respond to our clients needs as and when required. Using Ultra's network dialler solutions has alleviated the need to worry about the technology and allowed us to concentrate on what we are good at – providing excellent service to our clients." commented John Morgan, Managing Director of Telefocus.

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#### 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  
The Granary  
Cams Hall Estate  
Fareham  
Hampshire  
PO16 8UT

Tel: 0207 965 0207  
Fax: 0870 033 0020  
[enquiries@UltraASP.net](mailto:enquiries@UltraASP.net)