



**Ultra Communications:  
Benefits Summary for  
Call Blending**

The Leading Provider of Network Contact Centre Solutions



*.. working in partnership with you*



## ULTRA COMMUNICATIONS: BENEFITS SUMMARY FOR CALL BLENDING

*Ultra Call Blending is designed to increase the efficiency of the contact centre and enhance customer service.*

*Blended customer service agents (CSA) receive both inbound and outbound calls and during peak inbound periods can help maintain service objectives by reducing hold times.*



Ultra's Support Team Staff

### **Solution Key Features**

- During slow inbound periods, blended representatives work outbound campaigns and as a result are always working and productive.
- When inbound peaks drive up hold time, the blended CSA can move to inbound projects thereby driving hold times down to acceptable levels.
- When inbound call peaks subside, the blended CSA returns to outbound duty maintaining the productivity that your call centre requires.
- Calls can be assigned as strictly inbound or outbound or mixed.
- Agents or representatives can be designated as inbound, outbound or blended (inbound/ outbound). Blended agents receive both types of calls.
- These agents can easily identify which type of call they are receiving because of alert tones and a different script screen will appear at the onset of the call.

### **Achievable Benefits**

- Maintain customer service levels without adding CSA staff.
- Solution provides flexibility for staffing and planning.
- Achieves CSR productivity even during slow inbound periods by automatically switching blended CSA's to outbound duty.



*You acquire the ability to have the agents answering multiple Inbound campaigns, simplifying cross training between call handling skills, and improving retention.*

#### **With call blending –**

- There are both direct and indirect cost savings with reduced overheads as you would need reduced numbers of staff to process the calls. This is because agents are kept productive by taking both Inbound and outbound calls ensuring maximum productivity during the working day.
- An increase in Inbound performance is usually associated with larger team sizes, coping more easily with peaks and troughs of inbound calls, and resulting achievement of high SLA's i.e. improved time to answer calls and reduced abandoned calls. Therefore an overall higher quality of service is provided by your company to your clients. Blending permits your outbound capability to be automatically utilised whenever a peak in inbound calls 'overtakes' and specialist inbound team's capability.
- Multiple inbound call flows can be blended together to create larger team sizes, and helping to reduce any requirement to over-employ to cover the part agent factors. [ i.e. if need 1.5 agents to answer your calls then you either employ 2, which means 25% additional unused resource, or if you employ only 1 then 1/3 of your business is not properly resourced].
- Increased team size - stabilises the required team numbers needed to cover for sickness, holidays, time-off and staff absence. Allows for better organisation of shift patterns.
- You acquire the ability to have the agents answering multiple Inbound campaigns, simplifying cross training between call handling skills, and improving retention.
- Automatic agent screen scripting is driven to the PC by the inbound number dialled, this minimises the training time and allows the company the ability to achieve a minimum standard for call handling, with even new agents.
- Skills based routing of calls – if you require agents to be presented only a sub-set of Inbound call flows to match their skill set e.g. new employees, those in training or not qualified.
- By blending outbound campaigns and inbound calls you further increase the size of the agent pool by reducing the number of dedicated agents, limited to only one function.
- Larger agent pool size allows you to cope with unexpected or short peak periods throughout the day allowing for smoother business planning.
- Outbound sales team can take return calls from customers on the various campaigns.



- Particular advantage to Ultra Inbound service – call queuing is facilitated by Ultra so only one line per agent is needed at the call centre, saving costly equipment or additional lines.
- Inbound calls can be non-geographic exactly like the outbound calls giving complete disaster recovery and giving you the ability to target key employment areas when expanding, yet still allowing you the ability to pool remote agents with the main team.

#### **Potential disadvantages of call blending –**

- Reduced outbound campaign productivity and a potentially higher overall cost per call, as specialist outbound agents tend to have an increased cost of employment.
- Blended agents will need to be multi-skilled, however this can lead to lower staff turnover.

#### **Without call blending –**

- Company's cannot accurately predict call volumes in any one day, therefore need to employ enough agents on rotas to meet estimated Inbound call flow peaks. This inevitably leads to either a shortfall in achieving call SLA's or having idle resource.

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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>.

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