

TELEPERFORMANCE LEAD THE FIELD WITH AZZURRI CONTACT CENTRE SOLUTION.

When one of the UK's largest contact centre outsourcers, Teleperformance, wanted to improve overall quality and service delivery it turned to us for a solution.

Established in 1950, Teleperformance is a subsidiary of the Teleperformance Group, the world's largest outsourcer of contact centre services.

With 75,000 seats in 281 centres across 45 countries, Teleperformance touches all industry sectors in every major global market. Its clients include National Blood Service, COI (NHS Careers), Sainsbury's Supermarkets and EHS Brann (Volvo Cars UK).

Teleperformance was the first contact centre operator to comply with both Ofcom and the revised DMA guidelines regarding outbound calling and has invested £4 million in upgrading their technology systems and supporting infrastructure to ensure full compliance. In a BBC News 24 report, the National Blood Service was identified as the only contact centre it could find which follows Ofcom's rules on outbound calling.



Teleperformance
CREATOR OF INTELLIGENT CUSTOMER CONTACT SOLUTIONS

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Jeff Smith, Chairman of Teleperformance

Overview.

Name:

Teleperformance

Area of operation:

Contact centres

Headquarters: Bristol

Founded: 1950

Number of employees: 2,000

Customer since: 2005

Key technology:

Communication Manager, Modular Messaging and Interactive Response software

Categories:

Contact centres

Key benefits:

- Reduced management time and effort
- Consistent reporting
- Greater efficiency
- Greater control of business operations
- Greater flexibility for customers

www.teleperformance.co.uk

Challenge.

With a nationwide network of contact centres, Teleperformance needs to provide robust telephony links to both its own UK and offshore locations and to clients' own regional offices.

Historically, there had been a range of telephony platforms across these multiple sites. Teleperformance wanted to move to a single telephony platform, to increase overall efficiency, cost effectiveness and maintain the highest levels of customer service.

Solution.

As part of “Project Telephony Refresh”, we proposed the implementation of an Avaya IP Telephony platform across all sites. Each site is now equipped with Avaya Communication Manager running on an Avaya S8720 Media Server, designed to support both digital and IP-based telephony within a distributed enterprise communications network.

The solution was installed with Avaya Modular Messaging, a powerful IP based voice and fax messaging platform enabling quick and effective communication between supervisors and agents.

Avaya's Interactive Response platform enables Teleperformance to automate voice transactions via speech and touchtone. Avaya's Call Management System was also added to provide business critical management information, enabling it to monitor and analyse performance, showing where improvements are needed and where to take fast effective action.

A single predictive dialling platform, Callmedia Advance was also implemented which maximises agent productivity by improving the quality and quantity of outbound calls, whilst complying with Ofcom regulations.

Results.

Jeff Smith, Chairman of Teleperformance comments: “With our new communications set-up we have invested in the future. Teleperformance was the first outsourcer to comply with the DMA guidelines and the new Ofcom regulations. Providing the best possible customer communication for our clients and their customers is what we are passionate about and we will continue to invest in our commitment to this. Standardising our platform and introducing some new applications has made a great difference to our offering.”

At a basic level, Teleperformance's new system requires less management time and effort, offers consistent reporting across sites, greater efficiency, effectiveness and far more control of their business operations.

The savings made for Teleperformance across the board over the five year period will be sufficient to almost entirely fund the technology refresh at a cost in the region of £4 million.



t: 0844 324 0000

e: findoutmore@azzu.co.uk

www.azzurricommunications.com