



## NEXTIRAONE LISTENS TO TLC: MAJOR TECHNOLOGY INVESTMENT ATTRACTS BLUE CHIP CLIENTS



Building from its base in Richmond, The Listening Company (TLC) now has two contact centres designed and implemented by NextiraOne, based on the Alcatel Omni-Touch Contact Centre offering. Rapid installation on a new greenfield site plus a major technology upgrade has given TLC a fully networked and integrated capability.

### THE CLIENT

The Listening Company is a specialist outsourced call centre with offices in Richmond, Surrey and Portsmouth, Hampshire. It is the UK's 14th largest outsourcer with nearly 600 workstations and annual revenue in excess of £14 million. Established in 1998 by senior executives from the worlds of finance, outsourced call centres, marketing and customer relationship management, the company aims to provide bespoke 'Intelligent Customer Management Solutions'.

Its range of inbound and outbound services cover telemarketing campaigns and charity support through to crisis management and call handling for major blue chip organisations including O2, Volkswagen, Microsoft, BUPA, Peugeot and Oxfam.

### THE CHALLENGE

The Listening Company has provided NextiraOne and Alcatel with a series of challenges during their long association. In its first expansion from the Richmond base, TLC acquired a greenfield site in Portsmouth which required a rapid call centre installation to begin revenue generation. However, the systems had to be upgradeable at a later date when the site was developed into a fully networked contact centre.

The Richmond office itself needed an upgrade to network its two buildings - replacing existing Centrex solutions and an Avaya switch - providing a virtual inbound and outbound contact centre which could be managed centrally. However, as a live site, this had to be achieved with no downtime. At the same time, TLC agreed to beta-test the then-unreleased Alcatel CCO (Contact Centre Outbound) - part of the OmniTouch Genesys powered suite of contact centre solutions.

### WORKING WITH NEXTIRAONE

*"The people are, without exception, a pleasure to work with and have been consistent throughout our relationship. Their project managers in particular, have been first class in managing the quite large rollouts we've done and the call centre consultants are some of the best in the industry."*

*Richard Simpson,  
IT Director,  
The Listening Company.*

## CUSTOMER REFERENCE

## THE SOLUTION



**At the Portsmouth site, the project was based on the Alcatel OmniPCX Enterprise platform with an Alcatel OmniTouch contact centre suite which today serves 285 agents, of which 160 have CCO capability. Having also looked at Avaya systems, TLC chose Alcatel not only on cost and system features but also for the opportunity to have direct access to the manufacturer – at the time, Alcatel was probably the only major PBX supplier where this was possible.**

Also installed are Alcatel's 4760 management systems and 15 CCS (Contact Centre Supervisor) positions. As a service to one of its major clients, TLC Portsmouth is linked via leased voice circuits to the Microsoft campus in Reading. Five specialist agents provide Microsoft's UK reception service via an 0870 number, using the 4760 directory to store all the company's UK and Ireland contacts.

The Richmond upgrade and outbound system testing were managed almost simultaneously. TLC evaluated Alcatel's CCO software alongside competitive predictive dialler systems from Davox, Melitta, Converse and Altitude, running trials on its then Avaya PBX system. Despite only being at beta-test stage, Alcatel CCO was chosen due to its functionality, stability and cost. Licences were immediately secured for Portsmouth which became the first Alcatel site with a Genesys-powered predictive dialler to be installed in Europe.

Richard Simpson, IT Director at TLC, reports that the introduction of CCO predictive dialling meets a key requirement from its customers. Added to the integration of CTI functionality with TLC's CRM system, it forms a strong sales package: "It was clear that it was going to be a successful solution for us – a very stable and cost-effective way forward for outbound."

Having completed the outbound trials at Richmond, the Avaya Definity PBX, which was under-powered for TLC's expanding business, was replaced with Alcatel's OmniPCX Enterprise and OmniTouch package. The two Richmond sites now have 300 contact centre agent (CCA) seats including 200 with predictive dialling plus CCO, CCD (contact centre distribution) and 15 CCS applications. The contact centre is managed via the Alcatel 4760 platform and all the sites are connected by VoIP, reducing data bandwidth costs.

TLC now has an integrated suite of applications which all run from the same supervision terminals, enabling centralised telecoms management. TLC's Team Managers have a single interface from which to monitor inbound and outbound campaigns, claiming that administration has been simplified due to the range of easy reporting options.

## WORKING WITH THE LISTENING COMPANY

*"It is always exciting to help an ambitious organisation expand and provide new services to new customers. The Listening Company's blue-chip clients have obviously responded to the confident investment in both a greenfield site and our leading edge technology which give access to a whole portfolio of contact centre opportunities."*

*Simone Elkerton,  
Senior Account Manager,  
NextiraOne UK.*

NextiraOne are Europe's leading experts in communications services. The company designs, installs, maintains and supports all of its customers' communications needs from voice to mobility, security and applications. NextiraOne provides seamless, end-to-end communications solutions working with the leading technology vendors in the industry to deliver maximum business benefit to customers.

DISCOVER MORE AT [WWW.NEXTIRAONE.CO.UK](http://WWW.NEXTIRAONE.CO.UK)