



Communicate Better[®]

Case Study:

Supplier: Communicate Better

Client: First Step Finance

Background:

First Step Finance Ltd, with its 130-strong North West based team, provides a distinctive service that offers a novel restructuring solution to personal debt problems, helping people to resolve their debt difficulties more quickly through its debt adjusting and claims management service.



Task:

First Step Finance has experienced substantial growth over the last two years due to an increase in demand for their debt restructuring services. The nature of the business, which is call centre driven and heavily regulated, meant that First Step Finance needed a new communications solution that would grow with the business and which would record their client calls, an important compliance feature. First Step Finance approached Cisco Premier Partner Communicate Better to supply a Cisco branded and reliable IP Telephony platform with Contact Centre functionality.

Strategy:

Communicate Better recommended and implemented a back-office IP telephony platform and agent based contact centre application. At the hub of the solution is the IP PBX based on Cisco Unified Communications Manager coupled with an advanced messaging application using Cisco Unity Connection. The contact centre was deployed using Cisco's mid-market offering, Cisco Unified Contact Centre Express. The product runs a high availability contact centre application and offers features such as skills based routing, reporting and advanced routing capability. Connectivity was supplied by a combination of SIP and ISDN with security being a large factor in the design to prevent malicious toll fraud. Communicate Better also implemented a Cisco validated call recording solution, ensuring that First Step Finance is industry and FSA compliant.

Results:

First Step Finance operates in a call centre environment and as such it is important that every call is answered or acknowledged if it is missed. The new Cisco based solution allows First Step Finance to track missed and abandoned call rates. Additionally, it was imperative that all calls were recorded for industry compliance. Communicate Better recommended a Cisco validated call recording solution to enable First Step Finance to record all inbound calls from initiation to termination, along with a powerful set of reporting features. Initial return on investment figures suggest that overall business efficiencies have been improved by upwards of 20% and call pick up response times are now three times faster than previously.



“Our clients are seeing the benefits of the new system already with a much quicker call pick up time. The new telephone system will also enable us to better track and monitor our missed calls as well as recording all client calls and ensures that we are fully compliant.”

Adrian Crymble,
Senior Operations Manager

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