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Manual vs Automated



VS



Perceived acquisition cost is a significant barrier to change

Automated Dialing Solutions

How to compare and evaluate their cost effectiveness



Not all technology is comparable



Evaluate cost to acquire vs Resultant Financial Value



Calculating the Cost of Agent Time

- Talk Time
- Wrap Time
- Wait Time

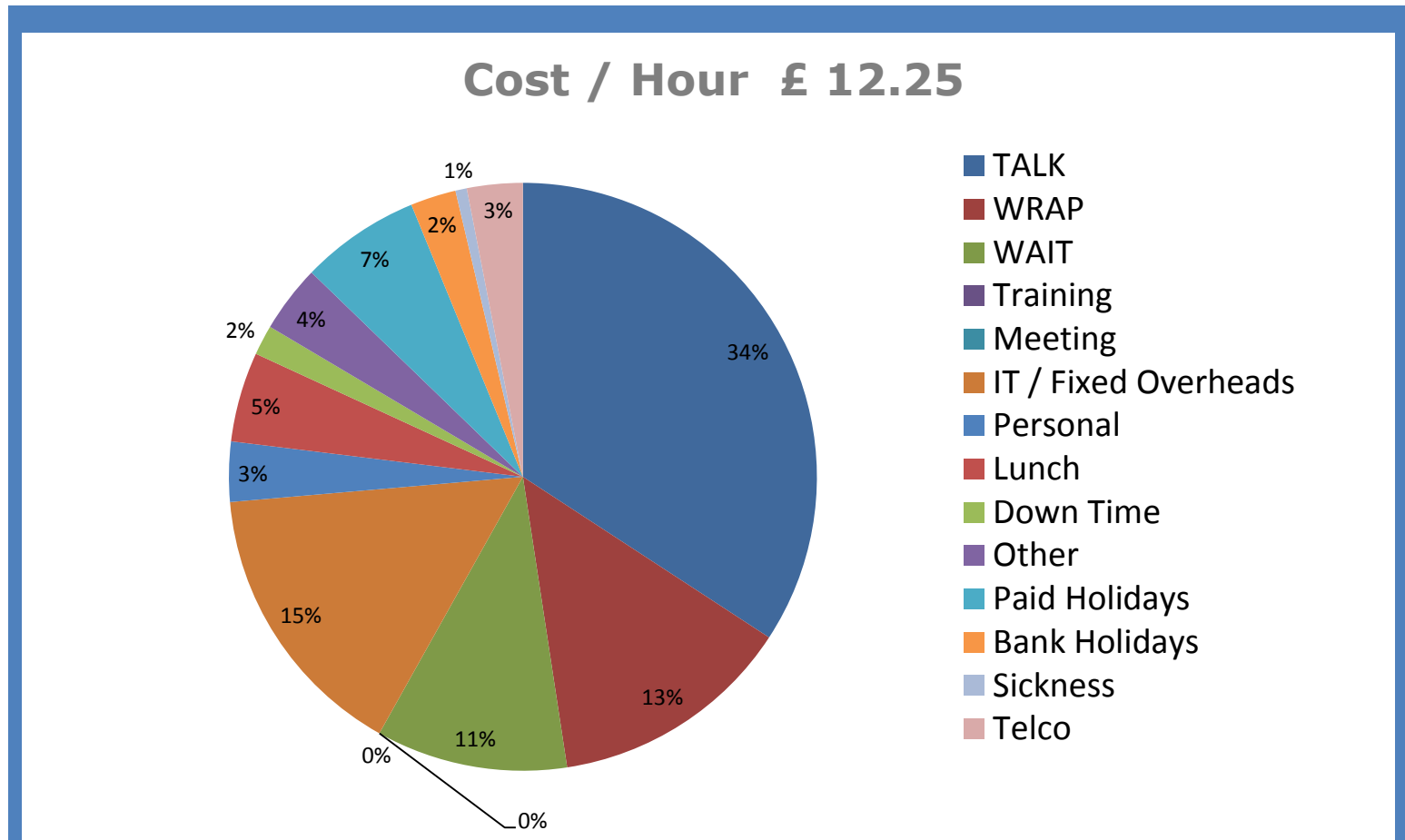


Calculating the Cost of Agent Time

- Remuneration, Commission, Awards
- Entitled and any additional paid benefits
 - Paid Holidays, Pension, Paid Paternity & Sick leave
- National Insurance, Management, IT, QA, PCI Technology, HR, Building, Furniture.
- **£23,090 per Agent per Year**

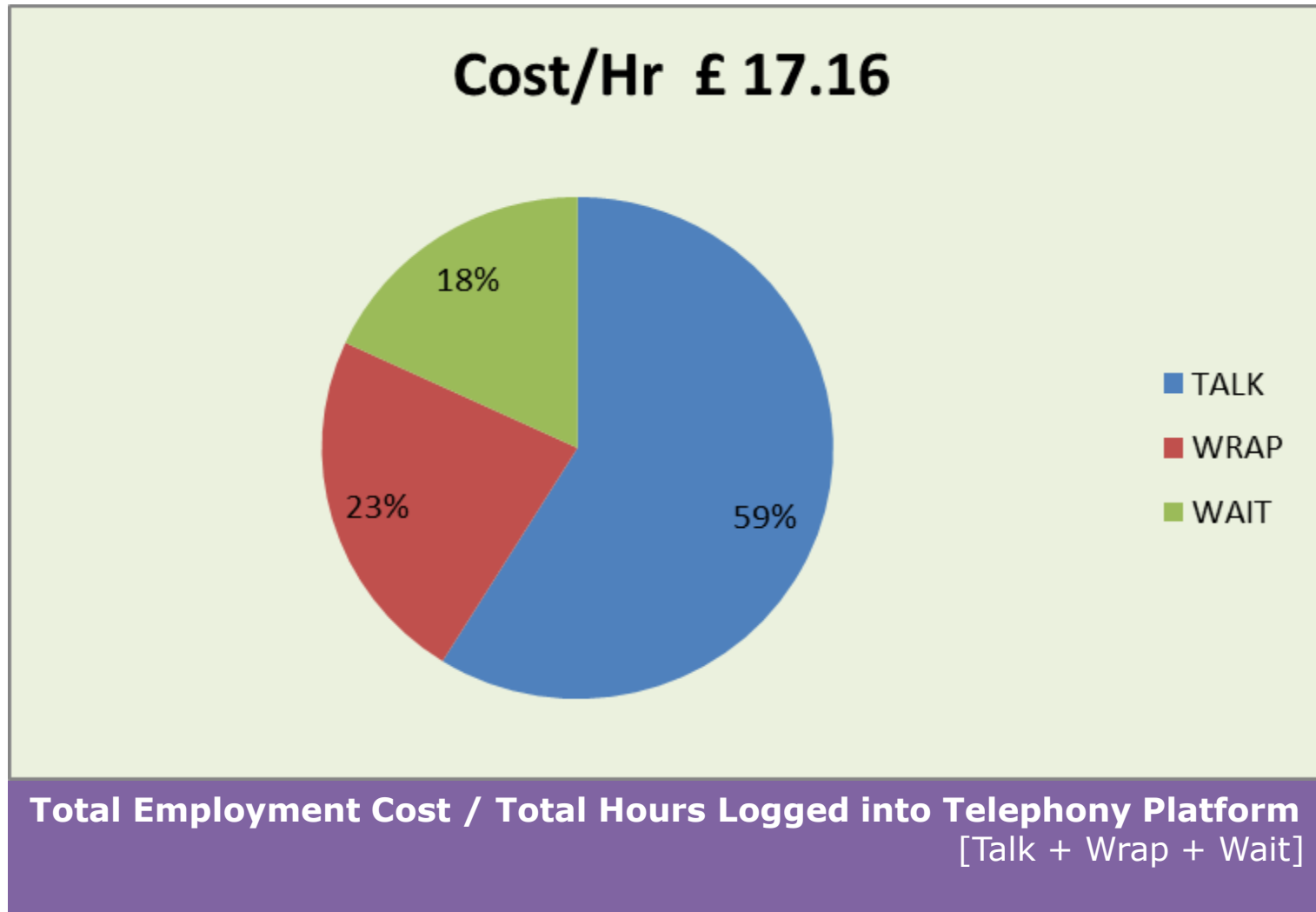


Cost of Agent Time

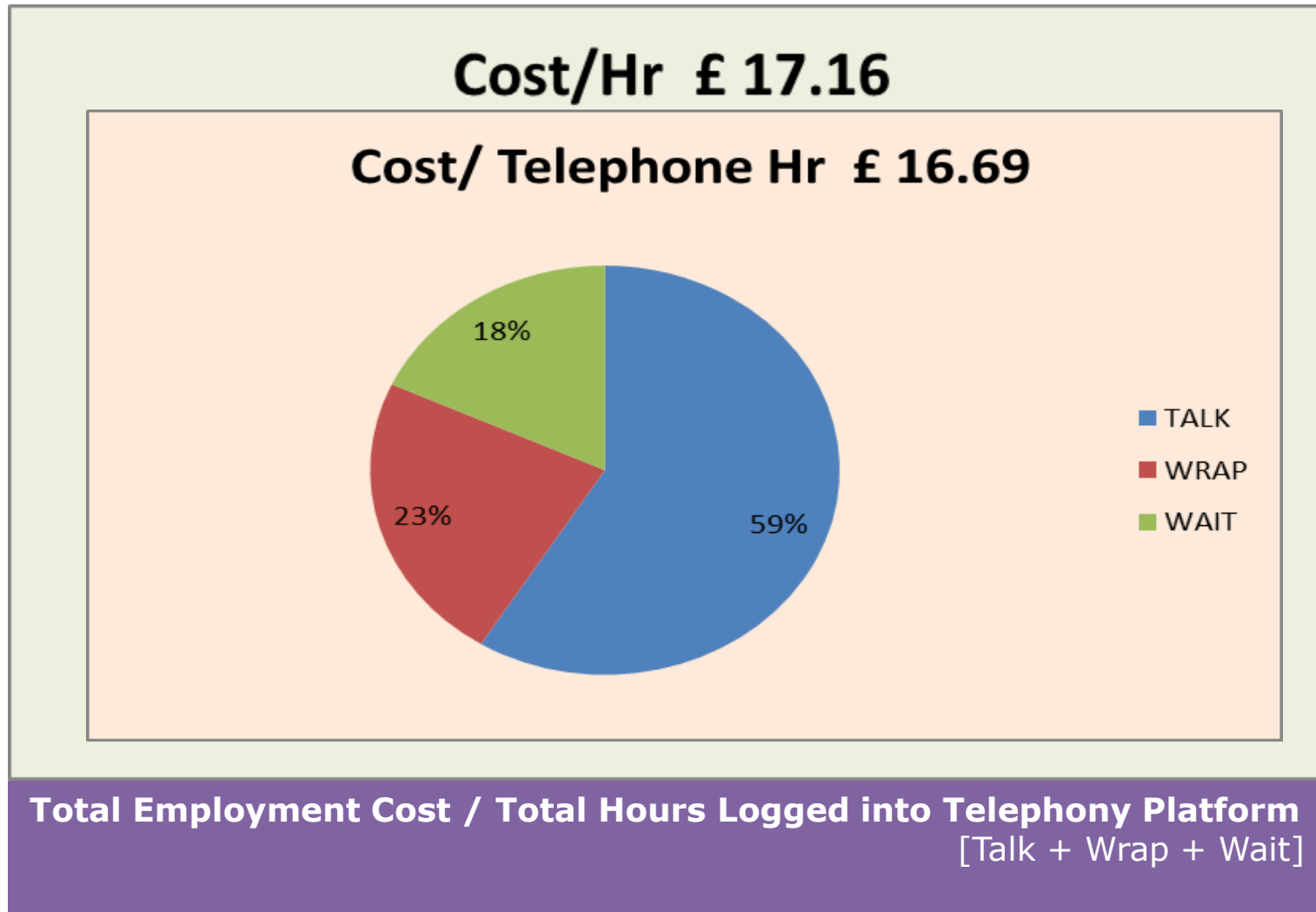


Contracted hours = [Office Days + Sick + Paid Holidays + Public Holidays]

Cost per Productive Agent Hour



Cost per Productive Agent Hour



Comparison System

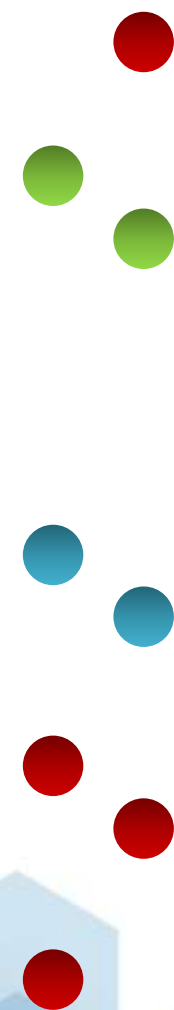


IT	Agents	Mins	Avg Sec	IT	Mins	Avg Sec
Talk	58.8%	35	56.0	Talk	65.1%	56.0
Wrap	23.0%	14	21.9	Wrap	17.4%	15.0
Wait	18.1%	11	17.3	Wait	17.4%	15.0
System Time	10	2.3%		System Time	0.0%	
Logged In Time	81.0%			Logged In Time	83.3%	
Mins/Agent /Month		3,957		Mins/Agent /Month		4,505



Final Step of the Comparison

System A		Cost/Hr £ 17.16
Cost per Telephony Hour	£	17.16
Cost Per Talk Minute	£	0.486
<i>Cost of Agents p.a.</i>	£	23,090
<i>Annual Talking Hours</i>		792
System B		Cost/ Telephone Hr £ 16.69
Cost per Telephony Hour	£	16.69
Cost Per Talk Minute	£	0.427
<i>Annual cost of Agent</i>	£	23,090
<i>Annual Talking Hours</i>		901
Cost Analysis		65%
Cost of improvement	£	-
Value of Improvement	£	1,878
Net Value of improvement	£	1,878
Total Value per Year	£	150,256



Comparison Review

Total Value per Year	£	150,256
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Financial advantages out-weigh acquisition costs

Small changes in performance;

Create a disproportionate change in ownership cost

- Compare change in costs of technology
vs
- Value of the change in productivity



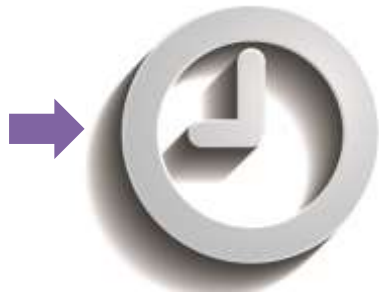
Correct interpretation of reports

- Gain insight from your CRM solution to call at a time that suits your target audience



Correct interpretation of reports

- Continue to gain insight AND automate to maximise your campaign effectiveness



The Results

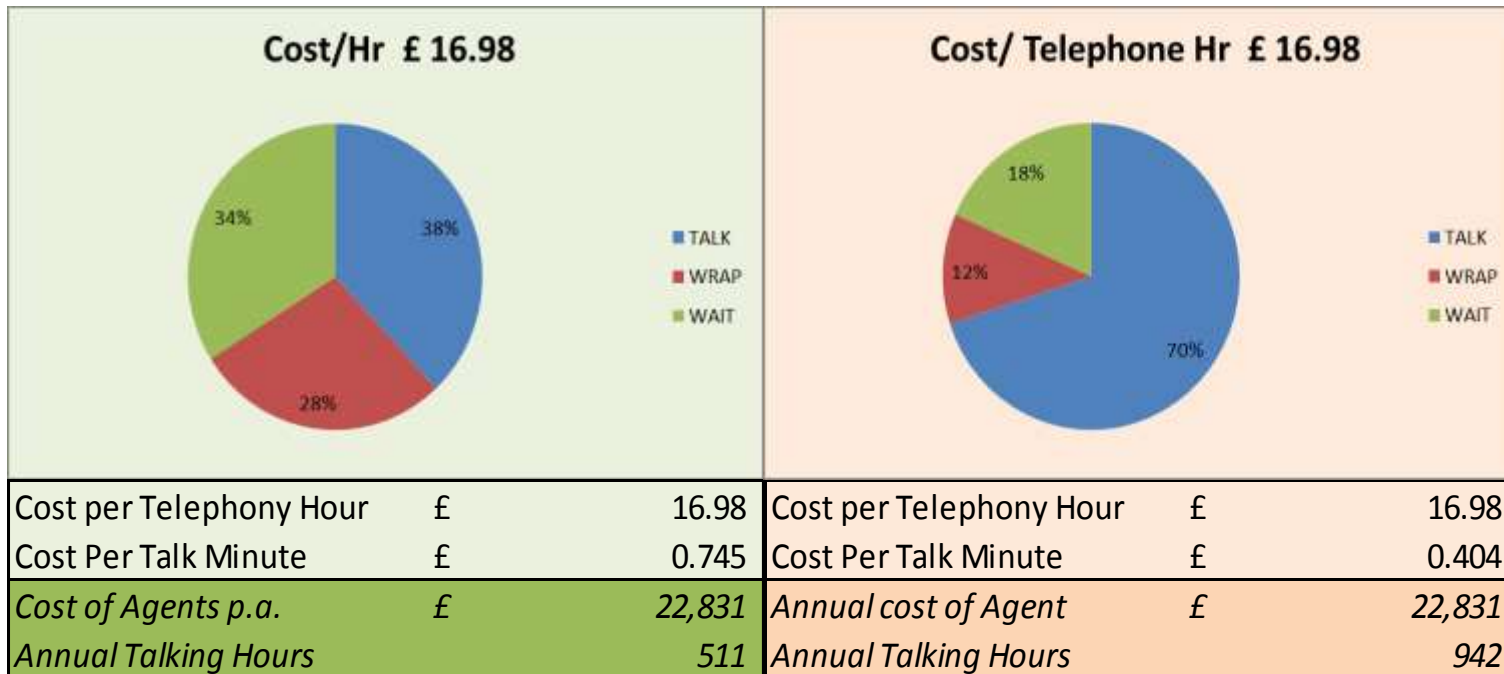


38% Talk Time per Hour

70% Reasonable Target



Comparison



Cost of improvement	£	-
Value of Improvement	£	7,312
Net Value of improvement	£	7,312
Total Value per Year	£	1,096,738

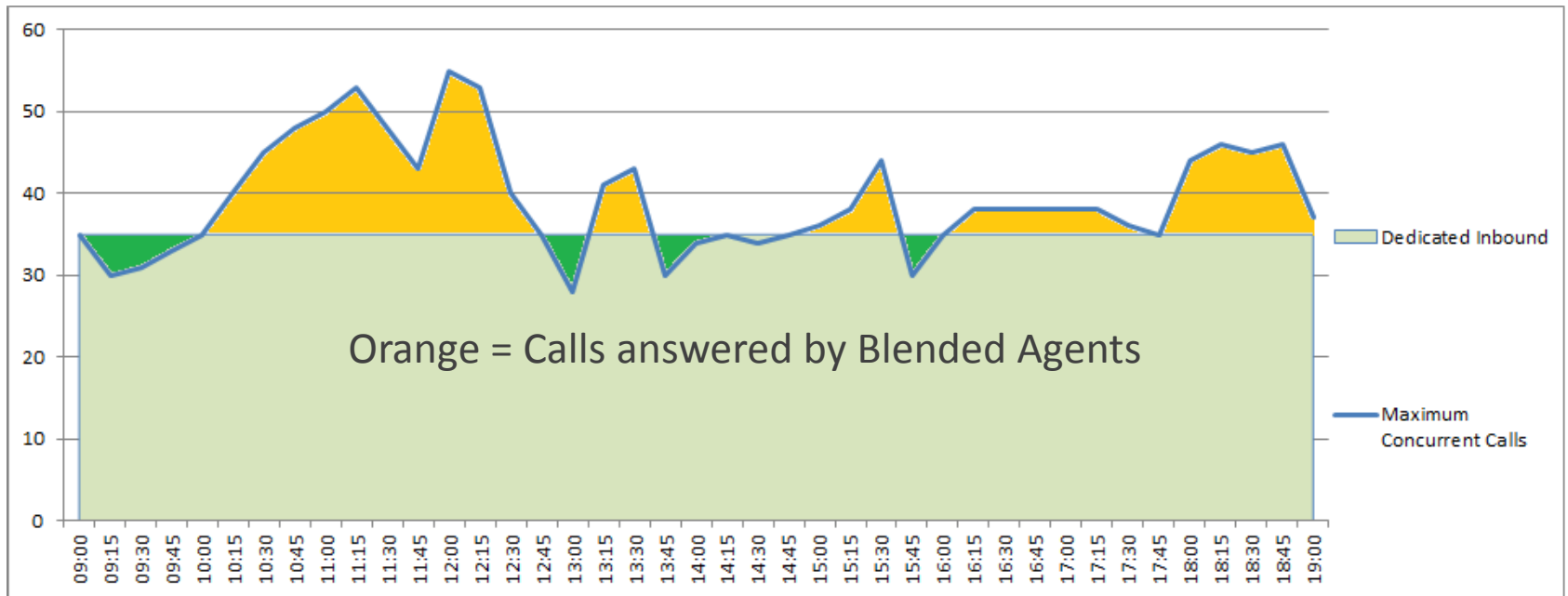
Correct interpretation of reports

- Outbound Sales campaign
- Monday to Friday FTE
 Saturday = Small Team
- Report by day
 Sales / Agent working telecoms hour
- Tuesday to Saturday 



Call Blending

Inbound – Employ Agents for the Peak number of calls

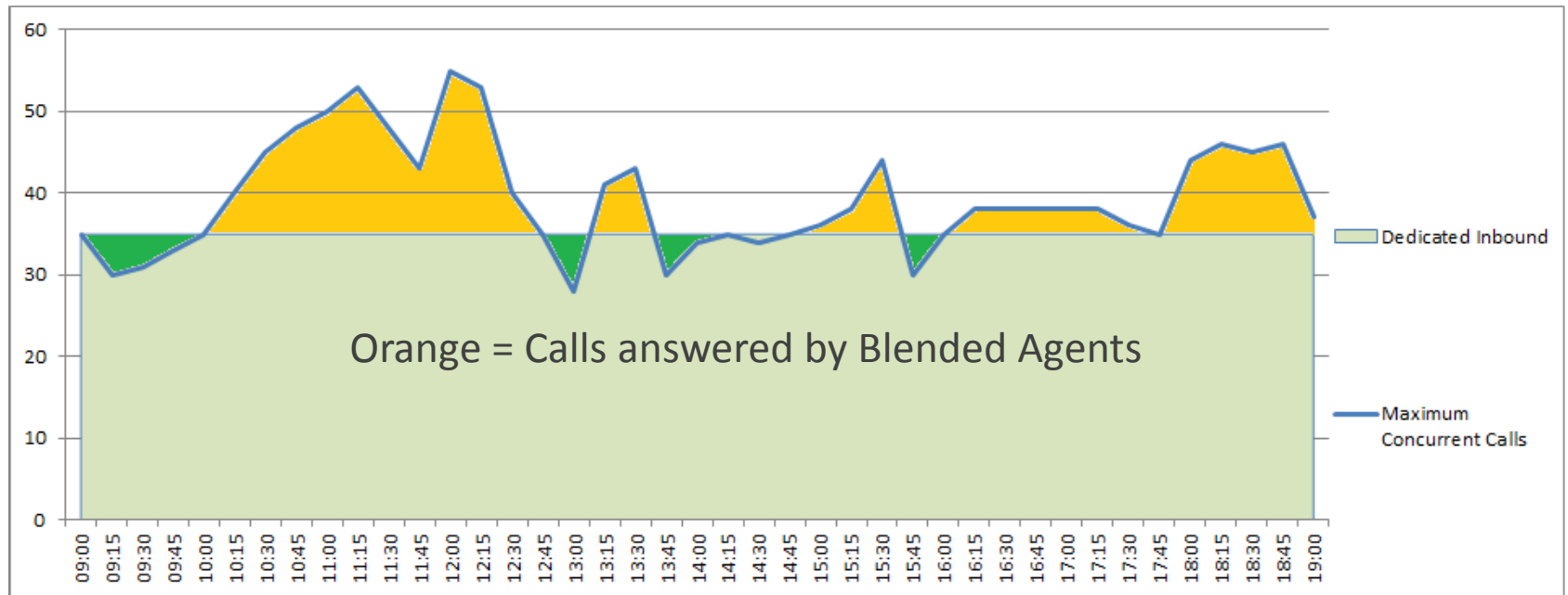


Red = Under-staffed

Dark Green = 3,765 minutes of unproductive Agent time

Call Blending

Blending – Employ Agents for the **Trough** number of calls



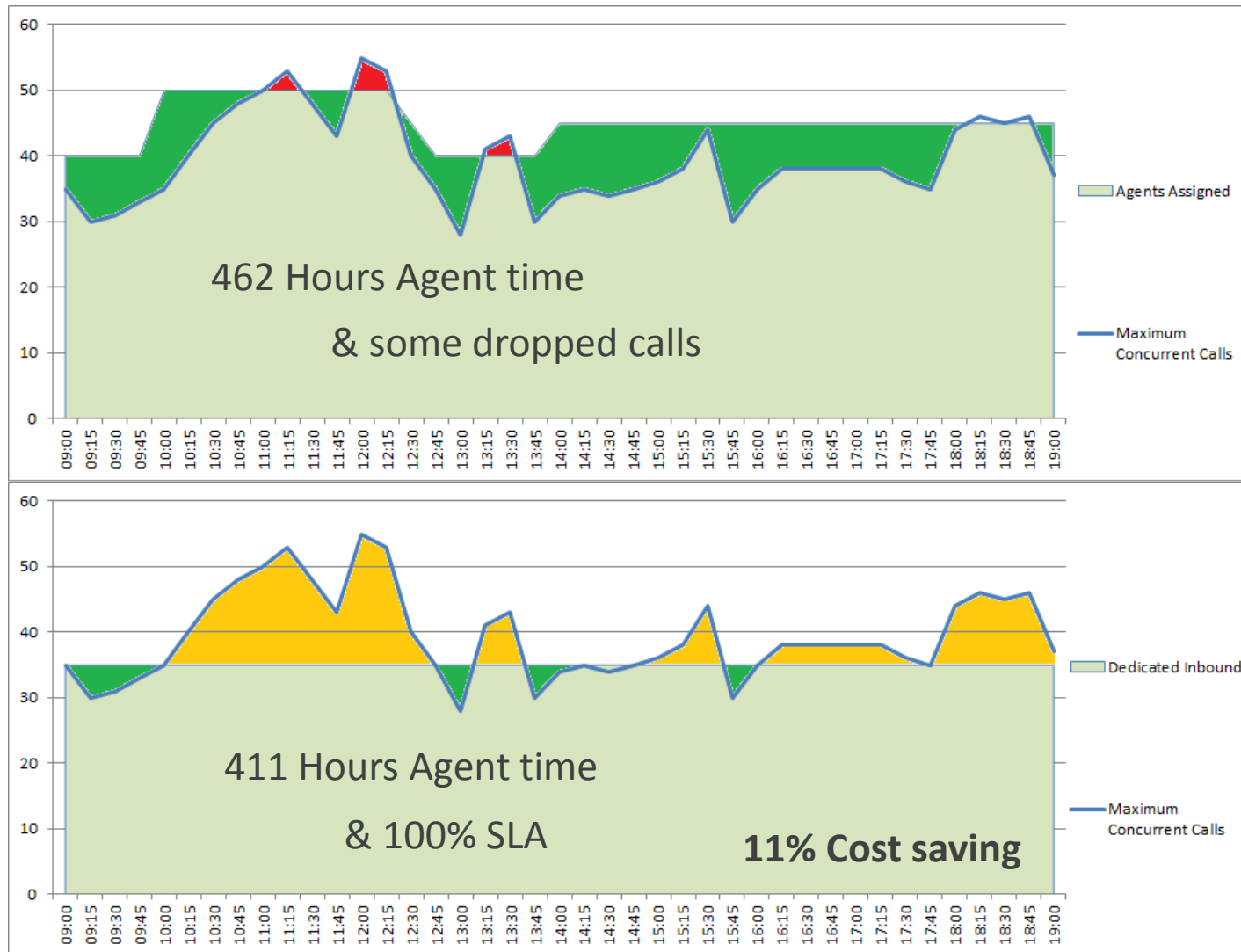
Red = Under-staffed

Dark Green = 3,765 minutes of unproductive Agent time

450 minutes of unproductive Agent time

A saving 3,315 minutes per day

Call Blending



Call Blending Objections

- “Technology doesn’t permit only some outbound Agents to be skilled to answer inbound calls.”
- “The process is too difficult to manage.”
- “The inbound calls can cause breach of Ofcom abandonment limits.”
- “The inbound calls don’t queue for a period before being assigned to the outbound team.”
- “The technology only allows me to blend all calls flows and not just selective ones.”



Call Blending

- Substantial Cost Savings
- Improved Service
- Seek the services of a technology provider that can meet your needs..... and realise those benefits



Thank you!

For more information please contact
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