I knew there would be increases in contacts but I did not expect productivity to increase by this much! We could quite clearly see the agents had gone from speaking to customers from 15-20 minutes an hour to over 40. And it does not take a genius to work out that the more people we contact, the more sales we will make!
Axis Telecom Triple Their Communication with TouchStar Connect

Company Background

Axis Telecom was founded in 2001 as an independent telecoms service provider with the aim to bring high quality solutions and competitively priced services to business and residential customers across the UK. The company’s mission is ‘to provide value for money on essential services to small businesses and consumers nationwide’. A high emphasis is placed on customer needs and Axis actively seeks feedback to improve and exceed expectations.

Why Did Axis Telecom Choose TouchStar?

Axis was confronted with a range of options when sourcing an outbound calling solution. It was apparent that a blend of predictive, power and preview dialling was the requirement to achieve the greater efficiencies that would increase their competitiveness within the industry. Managing Director, David Meyers was meticulous in his search for an outbound dialling solution. He said: “I made sure I looked at every option available, including hosted solutions. This was a pivotal moment in the development of Axis so it was important we spent a considerable amount of time making such an important decision. We invited a number of companies to present an outbound solution to our requirements and in this process, we came across TouchStar.”

The Business Challenges

Axis Telecom operates in an extremely competitive environment. There are overall 400 companies of varying sizes operating within the sector and competition is fierce. Providers use a range of marketing techniques to build customer awareness and generate sales. Many companies use personal selling as their main method of contact but this can prove to be a very high cost per sale. Telemarketing is considered a far more cost effective solution and Axis have used this method of generating customer interest since their inception. However, their manual dialling system was not generating the efficiencies required and a competitive advantage could not be attainable.

Axis has grown rapidly since David Meyers set up the company in 2001. Starting off with just one member of staff, they now employ 150 people. Such rapid growth has naturally presented its challenges with regard to the technology employed which proved another reason for Axis to seek a more efficient method of contacting the lifeblood of the company – their customers.

Ofcom regulation plays a key role in the business operation of Axis. Any change of system would have to be fully compliant with any Ofcom dictates.

1. TouchStar’s Passion in Wanting to Help Axis’s Business Grow

When TouchStar presented their proposals, David was very impressed by the professional yet down-to-earth, friendly and helpful attitude of their staff and was encouraged by the simple notion that TouchStar saw it as a business relationship rather than purely selling a software solution. “The guys from TouchStar certainly knew inside out the product they were selling – but even more importantly, they were passionate about what they could do for us as a business and to me, that really made a difference.”

2. 24x7x365 Support

The issue of support was a key selling point for David. “In this line of business you need someone at hand for all eventualities. It’s absolutely no good for this company to have support that works standard office hours as we work right through until 10pm and often later than that for some of our technical staff. In that sense, the key fact that TouchStar offer around the clock support every single day of the year from engineers based in the UK really was a massive selling point.”
3. Value for Money Proposition with Competitive Price

David was also impressed with the price quoted for the system. “Obviously, price was an issue but features and benefits with a value added wrap needed to be achieved. What TouchStar offer for the price goes way beyond any competitor offering – it was easily the best value for money. There were slightly cheaper diallers around but they offered none of the functionality of the TouchStar Connect. And this functionality allows us to run a very streamlined operation which would not be possible with cheaper solutions – in fact, they would not be a solution at all.” David also mentioned the fact the flexibility of LCR programming was another key point. He added: “Costs would have been far greater if this facility wasn’t available.”

4. Predictive, Power and Preview Dialling Configurable by Campaign

Axis required a system that could operate in ‘Power’ and ‘Preview’ mode. This is because business selling often needs to be slower paced due to the technicalities of some products and services being explained and is less reliant on volume to generate higher levels of sales. TouchStar Connect provides the option to operate in ‘Predictive’, ‘Power’, ‘Preview’ and ‘Manual’.

5. Increased Contact Time and Subsequent Sales

TouchStar implemented the fully compliant TouchStar Connect blended call centre system complete with ACD & IVR, intelligent scripting, call recording and reporting at Axis Telecom in a matter of days. And with immediate effect, they could see the productivity gains that were being achieved. David said: “I knew there would be increases in contacts but I did not expect productivity to increase by this much! We could quite clearly see the agents had gone from speaking to customers from 15-20 minutes an hour to over 40. And it does not take a genius to work out that the more people we contact, the more sales we will make!”

6. Accounting Software Integration

TouchStar Connect integrated with their CAS accounting package and thus streamlined their business processes. David commented: “The TouchStar engineers developed the system in a way that the two systems operate seamlessly. People talk about the ‘paperless office’ but having the system automatically managing the data means that we have truly got rid of paper! This is just another example of how TouchStar Connect has been instrumental in streamlining the actual business itself.”

Implementation

Axis was impressed with the speed of installation. David commented: “The actual installation took a day, none of our agents were down, they simply carried on dialling on the old manual system until the switchover to the predictive dialler.”
David Meyers concluded: “We are hoping to expand our operation within this building and open new call centres within this area. We have every confidence that TouchStar will help us all the way as we moved towards enterprise size. I would certainly advocate the TouchStar offering to anyone wanting a call centre solution – I know it sounds simple, but I would say they really should not make a decision about a dialler without first consulting TouchStar!”

However, the TouchStar engineers provided further service to simply installing the hardware and software. Full training on how to operate the system subsequently took place. David stated: “They showed us exactly how to use the system, things like running in different dialling modes, how to use the different modules such as Supervisor and Administrator, remote agent monitoring and they went round to all the agents and showed them individually how to use the system and things like the actual headsets.”

Axis was running to its full potential within a week and functions were coming to light that they had not previously considered – call back schedule was one of these. David commented: “We had previously been reliant on agents remembering to call prospects back if they hadn’t been in or the answer machine had been switched on, now the system does it automatically so we can be 100% confident all the data that we have paid for is being used.”

Features and Benefits of TouchStar Connect

Axis Telecom has experienced the following results and benefits since implementing TouchStar Connect:

- Their agents’ talk time has trebled.
- A huge increase in sales meant a very quick return on the investment.
- A system that fully complies with and exceeds all OFCOM, DMA and FSA regulations.
- The ability to report with detailed statistics from all campaigns in real time has made management of the call centre business more focused.
- Flexibility to build campaigns in a variety of sectors has allowed new products to be introduced.
- A seamless integration with their current accounting system which meant streamlined business processes.
- Free training on an ongoing basis, has continually updated staff expertise.
- 24 x 7 x 365 UK based engineering support proving invaluable when requiring advice at any time of the day or night.
- An appointed expert business development manager to optimise use of the technology.
- A suite of value added services (including network services, cabling, headsets, data backup, data management, etc) has meant they have to make one single phone call to one supplier.
- Ability for further developments as their business grows.