TouchStar Customer Case Study

VOICE

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Company Background

Sheffield based VOICE was set up in 2006 as an outsourced telemarketing operation, with a mission to provide clients with an outbound and inbound business-to-business and business-to-consumer solution designed to exceed all expectations in terms of quality and results.

The company ethos has been built around differentiation through quality – that includes the provision of a high quality working environment, well trained agents and robust, reliable, state of the art technology. Upon these foundations, VOICE has grown rapidly from just a handful of agents to over 150. This has enabled them to become one of the key players and the brand of choice for many within the UK telemarketing sector.

The Business Challenges

As an outsourced provider targeting a wide range of clients in terms of size and vertical sector, VOICE must differentiate the service it provides from other telemarketing operations. As Managing Director, James Hinchliffe explains: “From the outset, we have strived to be industry leading in terms of higher investment in quality staff, providing real transparency to our clients and in delivering a service that adheres to a client’s brand values and image, whilst complying with all Ofcom, DMA, FSA regulations and best practice.”

VOICE’s other main business challenge has been their rapid growth. Increasing in size in such a relatively short period of time has been challenging so the systems in place including the hub of the call centre – the outbound dialling solution – have had to be flexible and scalable enough to allow for this growth.

Why Did VOICE choose TouchStar?

1. Original Basic Solution Provided by TouchStar Competitor Did Not Satisfy Requirements

Initially, VOICE employed a basic power dialling solution. Commercial Director, John Robinson went on to add: “This was fine to get us up and running when we had less agents, but we quickly realised that to grow and provide the reliability, transparency and reporting demanded by clients, a more complete solution was essential.”
2. The ‘One-Stop Solution’

The Directors at VOICE researched a number of call centre solution providers and invited some in to demonstrate their products. Managing Director, James Hinchliffe was immediately impressed by both the completeness and versatility of the TouchStar system. He added: “TouchStar provided the one stop solution a call centre such as ours would need. From the scripting, call recording through to the reporting, everything was there in the package. It gave us the ability to run inbound campaigns through ACD, IVR and skills based routing. The system has given the team confidence that the more complex campaigns can be delivered efficiently and effectively.”

3. Transparency to Clients

By this time, James had ambitions for the growth of the call centre and it was important that the solution had the capability to facilitate and respond to such growth. He was also aware of the specific demands many clients place on outsourced telemarketing operations such as VOICE. He went on to state: “Clients need to know what’s happening with their campaigns in real time especially in these tough economic times when ROI is monitored so closely. It is not enough to simply provide reports on a weekly or even daily basis; in competitive sectors it is essential that up to the minute information is constantly available. Each client has specific needs in terms of reporting so the ability to handle multiple campaigns is essential. Also, as part of our transparency promise to clients, we offer the opportunity for them to listen to agents’ speaking to prospects from any remote location with an internet connection which the TouchStar system is able to facilitate”

4. Whisper Coaching Benefits

The ability to coach agents was another selling point for the Directors at VOICE. John Robinson added: “The TouchStar solution has whisper coaching which enables our supervisors to listen in to agent calls and help them without a prospect being able to hear. This has proven essential for agent training and a real selling point when pitching for new client contracts and proved invaluable for B2B contacts in which calls are often unscripted.”

5. Call Recording a Legal Requirement to Obtain Contracts

As VOICE has grown, they have won larger contracts and this has included the telemarketing operation for providers of insurance and financial services. These particular sectors are heavily regulated by the FSA and any call centre system's capability must provide integrated call recording for the legally binding agreements. James explained: “We simply would not be in a position to pitch for these contracts if we were not able to record calls. This protects both ourselves and the end consumer in providing evidence that the sale is legitimate and complies with all the relevant regulations. In addition, stringent data protection and security systems have needed to be put in place and TouchStar has more than helped us achieve these.”

6. Integration with Clients’ Systems

TouchStar’s ability to easily integrate the system with other software packages has proved essential for VOICE. John Robinson added: “Working for a number of clients has meant we have had to integrate with many CRMs, back office and fulfilment systems. TouchStar’s versatility has enabled us to do this.”
7. Flexible Finance Options Ideal for the Growing Business

The final reason why VOICE chose the TouchStar solution was provided by the flexible finance options available. James explained: “As we hadn’t been in operation for long and are a privately funded business, we had to find the correct financial agreement. As TouchStar itself is a growing business, they naturally understood and we quickly concluded negotiations. The agreement has reaped the rewards for both companies as we have grown significantly since then.”

Implementation

TouchStar engineers implemented the fully compliant TouchStar Connect blended call centre system complete with ACD & IVR, intelligent scripting, call recording and reporting within the agreed timeframe.

James commented: “Needless to say, in our industry, any downtime is unbelievably expensive! The TouchStar guys understood this and installed the system through the night which ensured we had minimal disruption. Such flexibility and willingness to accommodate our needs is another reason why I would recommend TouchStar.”

Features and Benefits of the TouchStar Solution

VOICE has built their business and expanded rapidly since implementing the TouchStar solution. They have experienced the following results and benefits since

- Their call centre managers and team leaders have enjoyed free training on an ongoing basis which has continually updated staff expertise.
- 24 x 7 x 365 UK based engineering support has proved invaluable when requiring advice at any time of the day or night.
- An appointed expert business development manager has optimised use of the technology and their call centre processes.

James Hinchcliffe concluded: “Touchstar has played a key role in the expansion of VOICE offering their support and expertise. It has been more like a partnership than a client-supplier relationship and we have just taken this further in launching a software development partnership in which VOICE will help provide future direction for the TouchStar product. Our objective for the forthcoming 12 months is to increase to 200 agents at this site and have an operational second site of an additional 300 seats— we expect TouchStar’s expertise will prove invaluable during this expansion”.

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