

## Cell Phones Sell like Hot Cakes in the UK with CPS Enterprise Edition

Dial-a-Phone is the UK's No. 1 direct supplier of mobile phones. With major media advertising campaigns in daily newspapers, on the Web, radio, and television, Dial-a-Phone supplies cell phones on monthly contracts to nearly two million customers.

### Connecting to Innovation

Established in 1995, Dial-a-Phone was one of the first direct marketers to recognize and capitalize on the burgeoning popularity of mobile phones. Known as a marketing innovator, Dial-a-Phone began relying on outbound telemarketing in the mid-1990's to generate new business, and after years of manual dialing, purchased its first outbound dialing system from Melita International in 2001. "Back then, all Dial-a-Phone needed was a system that could take a list, dial phone numbers, and pass the call to agents. We were pretty excited about the basic productivity gains we achieved even though the system required a lot of vendor customization and support as new requirements were identified," recalls Ben Bennett, Dial-a-Phone's Telecoms and Resourcing Manager.

As the center grew in size and success, its databases became larger and the number of campaigns increased. Additionally, the introduction of British Telecomm's 1571 network-provided answering machine detection was proving to be problematic since it was increasing the number of answering machines reaching agents. Dial-a-Phone's management team knew it needed to increase its outbound capacity.

### Searching for the Best Solution

The company began by creating a list of key decision criteria for selection of a new dialer. First and foremost, the solution would need to interface with the Dial-a-Phone network, including the company's existing ACD system provided by Aspect Software. It would have to interface with the current computer environment, be based on SQL, and have the ability to serve as both a soft and hard dialer. Dial-a-Phone also

wanted a solution that would utilize current in-house agent scripts, involve fewer internal technical staff, and require less vendor intervention than its former Melita system. In particular, the company had to have a system that made it possible to import and export lists easily throughout the day without requiring technical resources or system shutdowns. Bennett added, "We clearly needed a solution that had better answering machine detection and that would deliver excellent value for the money."

After an intense review of all industry leading providers, Dial-a-Phone chose CPS Enterprise Edition™ (CPS E<sup>2</sup>™), SER's next-generation outbound call management solution, to support its growing call center operations. "Our business is growing at a remarkable pace and we need the best available technology to support our contact centers if we are to continue to provide service excellence to our customers. Dial-a-Phone evaluated all the leading outbound vendors against stringent criteria for system performance, interoperability, and ease-of-use, and CPS E<sup>2</sup> clearly had the features and flexibility we were seeking," said Bennett. They also recognized that many of the product's sophisticated functions would make it possible for the company to respond to future demands, such as running remote sites, VoIP, digital recording, and more.

### Getting the Job Done in Record Time

Dial-a-Phone determined that the initial implementation would run side-by-side with their old system and instead of trying to "teach old dogs new tricks," a process which might take longer or be more difficult, they hired an entirely new operational team and a new group of contact center agents to work with the new system. The installation of CPS E<sup>2</sup> went smoothly and, within three weeks, the new staff and agents were on the phones.

### The Customer

The number one direct supplier of mobile phones to nearly two million customers in the United Kingdom.

### The Challenge

Boost outbound capabilities to address rapid company growth.

### The Solution

A next-generation outbound call management system that helps contact centers reach their full potential with maximum list penetration; increased contacts per hour and superior answering machine detection; and unparalleled agent productivity.

### The Results

- Flexible call record management
- Increase in number of contacts per hour
- Higher agent productivity
- Lower total cost of ownership
- Record sales



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## Ringling in Remarkable Results

Within three months of implementation, Dial-a-Phone had already reached its sales targets for the new group. With 50 full-time outbound agents and growing, the center was reaching 20,000 contacts per day, bringing the total to over 2.5 million connections in its first few months. According to Bennett, "We knew we had made the right decision when, within the first few weeks of its use, CPS E<sup>2</sup> was proving to be easier and more adaptable than our existing dialer and was helping us reach our sales goals."

Bennett cites the system's ability to pass more right party contacts to the agents, in particular, its remarkable ability to correctly identify and screen out answering machines as a clear differentiator. "With our old system, 50 to 55 percent of answering machines were passed to agents, who then wasted time dispositioning the calls. On the other hand, only 10 percent of answering machines fool the CPS E<sup>2</sup> dialer which quickly translates into large productivity gains." Adds Bennett, "In a business that is solely dependent on sales and productivity, it's absolutely critical that Dial-a-Phone gets maximum efficiency from its dialer. That's the bottom line."

Dial-a-Phone also attributes much of its success with CPS E<sup>2</sup> to the fact that it is easier and less time-consuming to manage calling records, segment campaigns, and import and export calling portfolios into, and out of, the system. Using CPS E<sup>2</sup> Real-Time Portfolio Management™, the UK marketer has eliminated a number of protracted processes by automating many record management tasks. With CPS E<sup>2</sup>, Dial-a-Phone can now easily segment a portfolio of calling records to focus a campaign on a well-defined set of targets or blend calling records from multiple portfolios.

For example, a manager might choose to pull 25% of records from a "hot" portfolio like new prospects and 75% of records out of a colder one such as aged inquiries. In this way, agents receive a mix of hot/cold opportunities, which improves morale, and therefore,

agent performance. Using Real-Time Portfolio Management, Dial-a-Phone is able to assign and adjust campaign strategies and priorities to best suit the agents, the time of day, and the desired campaign result.

Bennett also believes that better record management and the ease in which it is accomplished with CPS E<sup>2</sup> is not only helping to increase sales and improve morale on the call center floor, but saving the company money. Agents no longer sit idle waiting for call records to be imported, resulting in little costly downtime. In addition, because the system is easily customized, it does not require as many internal resources, or require the involvement of the vendor - which results in reduced operating expenses.

Although little support is needed from SER to run the day-to-day operation of the system, Dial-a-Phone has experienced service that has been both surprising and refreshing. "SER certainly knows how to support a live operation. When we needed to upgrade the system, they accomplished it over a lunch hour. So, we didn't lose a minute of productive calling time."

## A Future Beyond Traditional Outbound Call Automation

Dial-a-Phone is well known for its pioneering and innovative approach to customer marketing. SER will be instrumental in helping Dial-a-Phone to develop new strategies and create new programs. It will help Dial-a-Phone to move beyond traditional outbound call automation to achieve greater productivity, reduce costs, and enhance the company's ability to serve customers. "Delivering the best possible service while increasing revenue and minimizing costs is a goal shared by most organizations. At Dial-a-Phone, we're proud of our ability to combine great ideas, superior employees, and the best use of technology to help achieve our goals," concluded Bennett.

At Dial-a-Phone, that message couldn't be any clearer.



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