



Scalable pay-as-you-go cloud-based contact centre

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Rebecca Tan
Customer Care Manager
SPD

SPD gets great customer experience and a 30 per cent cost saving with BT Next Generation Contact Centre

Client

SPD is a world leader in the research, design, production, and supply of advanced consumer diagnostic products. Its brands such as Clearblue and PERSONA are familiar in many countries, trusted for their accuracy and simplicity by women keen to know more about their own reproductive health. SPD was formed in 2007 as a joint venture between Procter & Gamble and Inverness Medical Innovations (IMI). The company is headquartered in Geneva, Switzerland, with R&D and support facilities in Bedford in the UK.

Rebecca Tan, Customer Care Manager at SPD, recalls: “We implemented an ACD system for our care lines; with database software to record and analyse queries for post market surveillance, a regulatory requirement, and for product development purposes.”

The contact centre quickly expanded to cover markets in Ireland, Italy, Germany, Austria, France, Holland, Belgium, Switzerland, Spain, and Nordics. An IVR system was introduced to manage simple queries. Rebecca Tan says: “The number of languages we had to deal with was increasing and it was getting slow and costly to make changes to the IVR.”

Challenge

A call centre had existed at the SPD site in Bedford since 1996 when PERSONA, a revolutionary product using detection of fertility hormones as a contraceptive regime, was launched. Together with post-market support for existing Clearblue ovulation and pregnancy tests, this would generate query levels that a simple phone number on the carton and paper records could not handle.

Discovering that call recording equipment for monitoring purposes was either very simplistic and manual, or beyond the budget of SPD, the company wanted a solution that would integrate everything – IVR, call recording, call routing, and reporting – into a single easy-to-use package that could be updated by SPD themselves.

The BT differentiators

- Pay-as-you-go commercial model makes history of big up-front investments in hardware and software, and allows companies to start small and grow
- Scalable cloud-based service adapts to customers' changing business requirements, adding or removing components and features as required
- Minimal implementation time and mitigated technical risk – with online self-service configuration tools for IVR scripts and message recording, for example
- Feature rich platform includes multi-channel capability, IVR, skills-based routing, call recording, web chat, agent-assisted browsing, and comprehensive reporting

A BT case study

SPD Development Company Limited

“With NGCC everything is web-based and self-service, which means that we can do our own reconfiguration work quickly and without fuss in one day or less. We have ultimate control, and our time is our only extra cost.”

Verity Beaton
Product Specialist
SPD

Solution

When Rebecca Tan attended a BT Next Generation Contact Centre (NGCC) seminar, the ideal answer for SPD was right there in front of her eyes.

Hosted in the cloud by BT – and offering a comprehensive range of features – NGCC is available on simple pay-as-you-go commercial terms. This means customers are only billed for what they actually need and use. A wide range of options is available ranging from basic telephony-based agent service right through to full multimedia, multichannel capabilities. Powered by a CosmoCom unified virtual contact centre platform, NGCC can be used as a standalone system or integrated into existing contact centre architectures.

“The fact that we did not have to make big up-front investments in hardware and software was very attractive,” notes Rebecca.

The joint SPD BT team tested everything before the NGCC system went live so that, when the time came, it was simply a matter of transferring the lines to the new platform.

Offices worldwide

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“The change programme was managed very well,” says Rebecca. “We had weekly telephone meetings with the BT NGCC team, all issues were logged and attended to with defined ownership, and we were kept informed of what was going on.” BT business hours telephone support now provides access direct to CosmoCom specialists should that be necessary.

The SPD business model uses around 40 product-specific care lines and information line numbers in the European markets it serves. Arriving at the NGCC platform in Bedford, calls over these lines are routed to agents with the right language skills while an IVR front-end ensures that the agent has the right product knowledge too. High priority calls, such as those from pharmacists, are routed direct to an agent without using the IVR. Although mainly for post-market queries, the option exists to quote information line numbers in low-to-medium volume SPD sales campaigns.

Because it is IP-based, the NGCC platform extends the customer domain deep into the SPD support structure. So, for example, at the click of a mouse an agent can bring a product specialist onto the call to assist.

Value

The nature of SPD products means that the majority of calls for assistance are received in the morning when self-testing takes place. The contact centre is therefore open from 07.00 to 15.00 daily. Call recording and call monitoring put powerful training and quality control facilities in the hands of supervisors.

NGCC makes SPD a very agile organisation. Verity Beaton, a Product Specialist at SPD, explains: “With NGCC everything is web-based and self-service, which means that we can do our own reconfiguration work quickly and without fuss in one day or less. So, for example, we can adjust look up tables if we install a new line in a particular country. Similarly, we can change our IVR scripts and structures and re-record our messages as necessary. We have ultimate control, and our time is our only extra cost.”

Rebecca Tan adds: “As well as improved responsiveness, moving to the NGCC platform has saved us 30 per cent on our annual bills compared to the previous solution.”

The possibilities opened up for SPD by its adoption of the NGCC platform are immense. For example, its call recording facilities have enabled SPD to use its agents to make outbound calls to people taking part in clinical trials, improving new product development processes and speeding time to market. IVR-based customer satisfaction surveys are another new idea, and SPD is looking at agent web chat down the line.

“We now have a flexible and adaptable multilingual contact centre platform that will stretch as we grow, and meet our business needs well into the future,” concludes Rebecca.

Core BT products and services

- BT Next Generation Contact Centre (NGCC) pay-as-you-go cloud-based package, using the CosmoCom unified virtual contact centre platform
- NGCC offers comprehensive options from basic telephony-based agent service right through to full multimedia, multichannel capabilities
- BT Professional Services for project management and transition
- BT business hours telephone support and maintenance service

For further information please contact your BT Account Manager

