

British Gas Increases Productivity by 50% with the Sytel Solution

A Sytel Case Study



Background

British Gas is one of the best known utility brands in the UK, and also one of the heaviest users of outbound dialing, for example to win back past customers and to up-sell/ cross-sell to existing customers. In a major review of their outbound operations, they approached Campbell Mitchelson, Director of Genius Group, to design and implement a hosted dialing solution. Campbell has more than ten years of hands-on experience in implementing successful large-scale hosting facilities for major global brand customers. After assessing the available solutions, Campbell selected the Sytel dialer as the best to meet the challenging requirements.

The Requirements

Above the many detailed requirements, the following principles were important:

- To make the most of the economies of scale that their call volume could bring, British Gas wanted a central dialing platform, capable of reliably handling up to 1000 simultaneous outbound calls.
- As each of their campaigns had a different flavour, with a different set of requirements, British Gas wanted to be able to use a variety of specialist outsource bureaux, as well as some inhouse agents of their own. This would give them the flexibility to match the campaign requirements to the best available situation, and would require robust, secure multi-tenancy throughout the system.
- Agent For some campaigns the customer data would be held centrally with the dialer; for others it would be distributed to the outsourcers to manage. Therefore, data security would be high priority, from screenpops through to reporting.call
- With such a workload, the system had to guarantee the highest levels of up-time by providing a comprehensive failover capability.

The Design

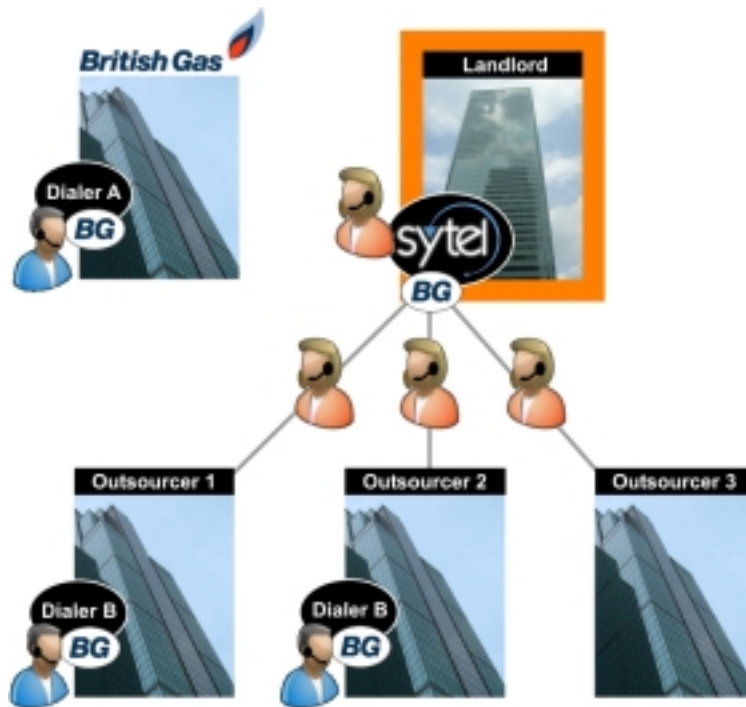


Figure 1.

The deployed solution is illustrated in Figure 1, above.

- **British Gas**
Running the 'British Gas' (BG) campaign on their inhouse legacy Dialer A
- **Landlord**
Hosting the Sytel dialer;
Running the BG campaign with
 - inhouse agents
 - other agents logged in via outsourcees
 = 300 agents across 4 sites
- **Outsourcees 1 & 2**
Running the BG campaign on their inhouse Dialer B;
Providing agents logged in to the Sytel dialer
- **Outsourcer 3**
Providing agents logged in to the Sytel dialer

As well as meeting all the requirements, the Sytel dialer added extra value besides. For instance:

- The Sytel dialer is designed to give excellent performance under the most stringent rules for abandoned calls. Ofcom in the UK, like the FTC in the US, have laid down strict rules that must be adhered to, or attract a substantial fine.
- The Sytel solution offers a suite of optional surrounding apps e.g. call recording. This keeps to a minimum the integration work required to build and maintain the system.
- Where Sytel does not provide specific functionality (e.g. agent personality matching), it can be added via Sytel open APIs, which enable the quick and easy integration of 3rd party applications where required.
- The many fine-tuning options within the Sytel solution offer British Gas the flexibility required to tailor each campaign exactly to their requirements.
- The Sytel system has many controls in place to ensure that in the event of any system failure, whether software, hardware or network, the system recovers quickly with the minimum of intervention.

The Results – productivity increase of 50%

Thanks to Sytel's 24/7 support and commitment to fast response to all queries, the entire system was up and running ahead of schedule. Over the subsequent weeks, British Gas tested their new setup by simultaneously running the BG campaign on Dialer A, Dialer B and the Sytel dialer. British Gas were delighted to find that the Sytel dialer was consistently delivering up to **15 mins more talk time in the hour** compared with Dialer A or Dialer B running the same campaign. This represents a 50% increase in productivity while still operating within the strict Ofcom 3% abandoned call limit.

About Sytel

Sytel Limited delivers secure, resilient IP telephony and media infrastructure software for carriers, enterprises and hosted contact centre providers, connecting and managing calls and media sessions, without boundary. Sytel solutions provide high-volume routing and media processing on a distributed host-based platform, and are driving inbound, outbound and blended telephony and other media types in over 40 countries. Sytel's toolsets deliver advanced capabilities to subscribers via the web, including scripting of call processing, real-time reporting and configurable dashboards.



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