

# Case Study

## Aquarius Contact Centres

### The Business Need

Roddy Forfar, Managing Director of Aquarius, had a vision of setting up a new contact centre that had the flexibility to grow with the business and be capable of encompassing future technological advances. The system would need to be user-friendly so that non-technical staff to be able to design and program services, manage and monitor calls and listen to call recordings. The decision was taken to source a hosted contact centre system.

Alongside the requisite hosted solution, Aquarius also needed a hosted scripting package that, again, would be scaleable to meet the needs of the growing contact centre. It was paramount to Aquarius to find a solution that was affordable, reliable and technically advanced to suit all their needs.

CallScripter and IP3 Telecom, joint subsidiaries of IPPlus (UK) Ltd, have worked together to supply a fully integrated 'one-stop-shop' for Aquarius, in order to meet all necessary requirements.

### Solutions

Together, IP3 Telecom and CallScripter can supply a complete hosted contact centre environment. Every end-user has the advantage of advanced private branch exchange (PBX) facilities with intelligent Automatic Call Distributer (ACD) and Computer Technology Integration (CTI) functionality, incorporating screen pops of the CallScripter software. The hosted service is controlled through a user-friendly web portal. The end user controls exactly which staff can access this portal and can further control what they do within the portal. The system is configurable in a live environment and service are chargeable on-demand, as and when they are used.

### Results

The client has benefitted from low capital expenditure, no on-going maintenance costs and only minimal set up costs due to the selection of a hosted rather than premise based system. Payments are made on a usage only monthly basis, with the system scalable to meet the ever changing needs of a contact centre outsourcer. To learn how CallScripter can improve your contact centre efficiencies, simply visit our website or give us a call +44 (0) 203 368 6889.

## Key Highlights

- Scalability
- Enablement of homeworking
- Access to diverse workforce
- Flexibility
- All encompassing package
- Low capital expenditure
- No on-going maintenance costs



Aquarius Contact Centres (UK) Limited is a supplier of outsourced contact centre services in the UK. They specialise in providing bespoke call handling solutions for their client's inbound and outbound needs.

Roddy Forfar commented: "As we are currently in such a dynamic and competitive marketplace, the ability to scale our requirements up and down as required is imperative to our continued profitability and growth. Not only has CallScripter and IP3 given us this capability, they have also given us access to staff that would not normally be available to us. We are now able to provide our employees with the ability to work from home; some with physical disabilities who have limited mobility, but have a great deal to offer, and others that, due to external circumstances do not have the means to be in the office everyday. Getting the right staff is a key aspect of our business and if that means allowing some to work from home, then it can easily be accommodated thanks to the IP3 and CallScripter hosted solution."

CallScripter is a market leading provider of unified agent desktop, scripting and process optimisation software for the contact and customer service industry.

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