

Case Study

Inspired Outsourcing

The Business Need

Based in Newcastle upon Tyne, the relatively new kids on the block Inspired Outsourcing have already made a tremendous impression with their customers. From a standing start in June 2010 they have rapidly grown to become a leading force in the UK telemarketing sector. With a business plan that predicted accelerated growth within just a few months Inspired were looking for a solution that would grow with them, as well as support them in offering the wide range of services their customers required.

Solution

CallScripter were perfectly placed to offer the flexible solution needed, with an 'out of the box' software product that met Inspired's requirements, which could be easily configured to reflect business changes as their customer base grew. Following a comprehensive training course, Inspired looked beyond the boundaries and sought to exploit new and improved methods of delivering services by working with the CallScripter Professional Services team. Seeing the relationship as partnership rather than the traditional supplier-customer one, both parties generated ideas and through open discussions were able to create innovative and tailor made solutions based on standard product functionality.

Results

Historically dialler training was time intensive. Inspired were pleasantly surprised by the ease in which agents were brought up to speed, with training times typically reduced by at least 50%, allowing more time to be spent on product knowledge.

The scripting facility allows users to easily amend or create scripts when required. In a fast changing sales environment this is critical and played a major part of the decision to invest in the product. By far the biggest advantage to the application though, is the ability to administer campaigns without the need for a dedicated dialler manager or IT resource.

To learn how CallScripter can improve your contact centre efficiencies, simply visit our website or give us a call on +44 (0) 203 368 6889.

Key Highlights

- Flexible solution
- Easily configurable for future requirements
- Innovative solutions
- Training times reduced by 50%
- No need for dedicated dialler manager or IT resource



Lee Wigham, Director at Inspired said "It was clear Inspired needed something completely different from the standard scripting software offerings. CallScripter formed a key part of our business success by listening to our requirements, and working with us to accomplish the incredible results we have achieved in a short space of time. With happy clients, we are proud of the results and look forward to continuing our work with CallScripter to continue to build on our success".

Kevin Ellis, Commercial Director at CallScripter said "Inspired have taken CallScripter and really made it their own. I am so pleased our software has played such a pivotal role in their successes. Thanks to their management team, who have a hands-on approach to running their services, they continually look for ways to achieve more from their business, with CallScripter forming a core part of any improvements."

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

visit www.callscripter.com for more information.