Case Study

Sage Pastel

"Working with INOVO has helped us to offer better customer service and to get the most out of our Contact Centre resources and staff. The results: higher customer satisfaction, major cost optimization and an increase in productivity."

Steve Cohen - Sage Pastel Managing Director
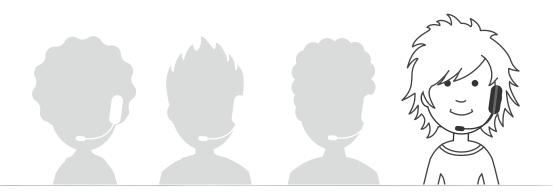
Client profile

Sage Pastel is South Africa's leading developer of accounting, payroll, ERP and business software for the small, medium and large enterprise market. Founded in 1989, Sage Pastel (formerly Softline Pastel) has developed an in-depth knowledge and understanding of the industry over the past 22 years, establishing itself as the market leader and the preferred choice of South African businesses.

As a member of the Sage Group, which is owned by the UK-based Sage Group plc, Sage Pastel is headquartered in Johannesburg, South Africa, with branches in both Cape Town and Durban. In addition, Pastel has over 3 500 Channel and Business Partners within South Africa and is used by over 200 000 businesses around the world. Pastel's reputation as the trusted name in accounting and payroll software is reaffirmed by the fact that 9 out of 10 accountants recommend Pastel.

As a leading developer of accounting software packages, ERP software solutions and business management software solutions, Sage Pastel's accounting software solutions equip business owners across South Africa in streamlining their accounting and management processes. With 473 employees, Sage Pastel is a company "developed in South Africa for South Africa". Nine out of 10 accountants choose Pastel.

The scenario before INOVO's solution

- The Support Department (155 agents), which consists primarily of Technical Support, Registrations and Operations teams. The Technical Support teams provide telephonic and email technical assistance to clients on their range of products, while the Registrations teams are responsible for assisting the clients with the new and annual registration of their software. The Operations team manages all back office functions including Quality Assurance, Training and General Administration.
- The Telesales team (56 agents) is responsible for generating revenue through inbound and outbound calling campaigns targeting both existing and new businesses. The company has Avaya as its telephony platform and uses one of its own products, Pastel Evolution, which has an integrated CRM functionality. They have further internally developed a web-based front end which integrates other areas of the business so that everyone in the business deals with one common interface.

The INOVO solution

After evaluating several solutions, Pastel decided that the Presence Technology Suite fulfilled all of their requirements. Specifically, the solutions implemented have been:

- Intelligent Routing for an interactions distribution based on business rules.
- Recording (voice and screen), which makes it possible to record interactions for quality management.
- Voice Inbound and Outbound to manage call campaigns.
- Multimedia, which allows agents to handle sms, email and fax channels.
- Internet for the management of chat, web callback and web collaboration channels.
- Scripting to create agents scripts/workflows.

The implementation was done by INOVO within the planned time in a phased manner, to ensure user acceptance and components working fully and correctly before moving on to the next component. It was a complex implementation due to the size of the team and the large number of components that were selected.

Furthermore, there were significant integrations into Sage's systems, especially on the email tracking side.

Results after the implementation: the benefits

The solutions implemented by INOVO have helped Sage to achieve its business goals and improve its customer service.

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The most remarkable advantages for the company have been the following:

- Agent's productivity time has increased.
- First Call Resolution dramatically increased.
- Remarkable handling time reduction:
  - By identifying the customer and routing the call to the proper queue
  - By sending customer data information retrieved from the database to the Agent
  - With the information provided to the agent by the Evolution screen pop up.

"Our previous IVR system requested clients input their customer identification number onto the telephone system before being patched through to an agent. Once they reached the agent, the client was requested to provide this ID number again for the agent to be able to log the incident under the correct client account. Our agents now receive a screen pop of the incident with the client's details already populated and do not have to request this information again. Our clients love this new functionality and more productive time is spent getting the query resolved"

Tamsin Bradford
Sage Pastel Support Call Centre Manager

- The ROI will increase to 42% over 3 years, and will increase more thereafter (when the company is in SLA mode).
- Ability to listen to the recording of a call from start to finish, irrespective of whether the call was transferred.
- No more downloading of calls: they can be listened to online.
- Team leaders can conference in the call immediately.
- New functionality on the Quality Assurance module enables them to coach more calls in a month.
- All applications are accessed from the agent's PC. There is no need to use telephony hardware.
- Supervisors / team leaders are able to input 'loads' into the system directly detaching the dependency on IS /IT for operational needs.
- Web chat for their international customers is a huge benefit to them.
- Ability to track handling time of incoming email support queries.
- Ability to determine types of calls coming in through Qualification Codes used, as well as to quantify them (statistics).

The solution has had an impact on the end customer's business as well:

- Frequent and VIP callers are pushed to the front of the queue.
- Faster response time on emails.
- Higher customer service level by scheduling of calls and automatic dialling.

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- More focused documentation and knowledge base due to information gleaned from Qcodes.
- Webchat, which cuts down on their telephony costs.
- To summarise: a better and more qualified customer service Contact Centre.

The productivity per agent and the quality control have risen since INOVO implemented their solution.

"Prior to Presence we were unable to ascertain with accuracy the number of calls being made and received through the telesales call centre. We are now able to track exactly what each agent productivity time is as well as talk time, which has allowed us to assess the call duration average for top performers versus below average performers. With Q codes we have been able to clean up our database with regards to uncontactable customers, creating more productivity per agent contacting actual customers. Scheduling of calls has increased the customer service level as customers are automatically dialled"

Tamsin Bradford
Sage Pastel Support Call Centre Manager

"Previously, tracking e-mails was a problem and there was no option for webchat. It was difficult to prioritise clients in terms of the queue management, which meant that we had to have many different numbers. Now all clients can call one number but Presence enables us to prioritise their call appropriately."

Tamsin Bradford
Sage Pastel Support Call Centre Manager

Contact Centre World Awards — winner — 9 Awards

Sage Pastel received 9 awards at the Contact Centre World Awards 2011

- Top 3 places in the Best Sales Agent category
- Gold Medal for Best Community Spirit
- Silver Medal for Best Supervisor, Best Customer Service Agent and Best Help Desk
- Bronze medal for Best Operations Leader

These awards recognise the role that sourcing the right talent, investing in relevant technologies, and working with knowledgeable business partners directly play in driving the success of the contact centre.