"VoIP is 20% cheaper than fixed line costs and operational costs have decreased by 15%. We expect further reductions over time."

Andy Clark, Head of Transformation, Chief Operating Office, Woolworths Financial Services

Scalable, fully managed call centre solutions for unprecedented control and efficiency

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Introduction

Vodacom has recognised the unique challenges faced by the call centre industry. Setting up and maintaining an onsite call centre has costs and implications involved that can negatively impact efficiency and profitability. Hardware and software need to be seamlessly integrated and staff have to be trained in maintaining, upgrading and running the entire system – and every time a decrease or increase in agent seats is required, the process has to begin all over again.

Vodacom's Hosted Call Centre Solutions delivers a scalable, fully managed system that is easy and fast to implement. Vodacom Business Services complements this comprehensive Hosted service by offering carrier grade VoIP which further increases capabilities and efficiencies.

Vodacom's Hosted Call Centre suite includes various modules which can be selected and implemented based on client needs. These modules include: inbound, outbound, recording, scripting, messaging, multimedia, reporting, IVR, customer satisfaction surveys and Intelligent Routing. The modular nature of the service means that clients only pay for what they use... an inbound-only call centre, for example, will not require the outbound module – and vice versa. At the same time, should a call centre expand or require additional seats and new functionalities, Vodacom Hosted Call Centre Services can be implemented with minimal disruption and costs.

Traditionally, calls would have been made over traditional voice means (PSTN lines via Telkom or Neotel) or by using Least Cost Routing (LCR). But in order to complement its Hosted Call Centre offering, Vodacom offers carrier grade VoIP services which deliver additional efficiency and enable Voice termination anywhere in the world.

Summary

Woolworths Financial Services (Pty) Ltd, or WFS as it is better known, is a Joint Venture between Woolworths and Absa Bank. It is an authorised financial services provider and supports Woolworths' retail business by providing in-store credit in the form of the Woolworths Store Card and offering value-added services including credit cards, personal loans and short-term insurance, as well as life insurance linked to other products. With 700 agents, WFS handles calls for its in-store credit system, and recently expanded the business to include the abovementioned products and services.

The growth of this range of financial services created the need for the existing call centre, which handles all the inbound and outbound calls, to expand into new premises and at the same time to replace their aging telephony infrastructure. WFS needed to move offices and required a solution that would involve minimal disruption before, during and after the move. The organisation's primary requirements were to meet the move deadlines which were extremely tight and fixed, as well as to continue to maintain a small asset base.

Vodacom's Hosted Call Centre Solution was chosen for its inherent capabilities and its ability to seamlessly, rapidly and cost effectively meet the needs of the organisation.

Benefits

- Reduced VoIP and operational costs
- Provides a complete integrated system which increases the management view of the entire operation to 360 degrees
- Flexibility of the system allows agents to be added or reduced
- Speed of implementation with no downtime

Cost efficiency
VoIP costs are up to 20% cheaper than fixed line costs and operational costs have decreased by 15% to date.

Comprehensive control
Vodacom's Hosted Call Centre provides unprecedented control through a complete, integrated system which increases the management view of the entire operation to 360 degrees in real time.

Flexibility and scalability
The modular and hosted nature of the system allows for agents to be added or reduced and functionalities to be expanded when and as required.

Rapid implementation
Downtime and disruptions are minimised due to the ability of Hosted Call Centre services to be implemented rapidly.

Workflow description

Vodacom's solution to WFS required a rapidly deployable, integrated and multifaceted system that could serve 700 agents both in inbound and outbound scenarios. Modules for implementation included: inbound, outbound, recording, scripting, messaging, multimedia, reporting, IVR, customer satisfaction surveys and Intelligent Routing.

The installation of the system was carefully planned and implemented in a phased manner, ensuring the call centre was never offline. It took place over a period of five months from March to August 2011, with everyone being in the new premises by October 2011.

"Having a complete, integrated system will increase our management view of the entire operation to 360 degrees."

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Let us empower your business with a customised and affordable hosted call centre solution to meet your needs – contact us at:
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vodacom.co.za/business