

Case Study

Office Response

Key Highlights

- Streamlined operations
- Staff morale boosted
- Accurate data capture
- Quick implementation
- Low set up costs
- Dynamic reporting
- Huge annual savings



Iain McGregor, Managing Director of Office Response, commented: "The integration of CallScripter has helped Office Response reach and maintain its financial goals. We are now saving around five pence per call; and with over 90,000 calls per annum that equates to over £50,000 per year."

Noting the positive impact CallScripter has had on office morale, Iain also adds: "CallScripter's advanced functionality enables our agents and script builders to do what they do best. By using this technology, employee satisfaction and retention have increased; whilst at the same time operating costs have been decreased."

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

The Business Need

Office Response, based in Bristol, began trading in September 1999 and offers a range of contact centre services. The business has flourished since its inception as a direct result of development and retention of a satisfied client base. This client base spans to include SMEs, charities, government organisations and household-name blue chip corporations.

The majority of customers are UK-based, with a scattering of global clients, and there are around 150 members of staff employed by the organisation.

CallScripter was tasked with streamlining Office Response's contact centre operations, whilst improving the performance and efficiency of their agents. The primary aims of raising service levels and reducing operating costs were imperative.

Solutions

Scripting can often be seen as a negative tool; however Office Response saw that CallScripter could not only ensure that their contact centre operations were streamlined, but also improve agent confidence.

The installation of CallScripter provided a highly advanced scripting application which efficiently guides agents through each communication. As the script screen pops, agents are always presented with the correct information; ensuring that a consistent and professional message is always delivered to callers. data capture is guided; ensuring data is collected accurately every time.

The script editor module enables non-technical contact centre staff to write scripts with the flexibility to ensure that client requirements are always met. Dynamic reporting modules and the ability for team leaders and managers to view real-time and historical MI mean that contact centre operations can be monitored and amended as necessary.

As CallScripter is a browser based application, set up costs were minimal and implementation was swift.

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.