

synTelate® provides call centre improvements to Ventura

Ventura
www.ventura-uk.com
Outsourcing Customer Service

INTRODUCTION

Ventura, a wholly owned subsidiary of NEXT Plc, is a leading supplier of outsourced customer services. With over 35 years experience Ventura employs more than 7500 people in the UK and India. Ventura's client base includes organisations in various sectors including financial services, telecommunications, retail, government and charities.

Ventura provides bespoke services through teams of specialist staff in its call centres and offers a highly flexible solution by providing reliable and efficient customer service agents aligned to the clients' working practices. It delivers bespoke solutions for organisations covering a broad range of customer service activities including customer assistance, retention, acquisition and sales.



The Requirement

As Ventura acquired more clients it became apparent it would need to upgrade the predictive dialler capabilities within its call centres. Following a review of available predictive diallers based upon functionality and total cost of ownership Ventura selected the AVAYA Predictive Dialler System (PDS).

Ventura required a new scripting tool to work alongside the AVAYA PDS that would allow it to:

- ✘ Rapidly create complex scripts
- ✘ Validate data on entry
- ✘ Prompt and support call centre agents
- ✘ Provide a familiar desktop for agents across multiple campaigns
- ✘ Minimise training times
- ✘ Minimise IT support

synTelate® was selected by Ventura as it met all the above requirements.

Solution

synTelate® went live with the first client, a major merchant bank, within 6 weeks of installation at Ventura. This was a significant business-to-business campaign resulting from the changes to the Retail sector with the introduction of Chip and Pin technology. The campaign was structured as a series of reminders and prompts, this meant that synTelate® provided the agents with information at appropriate points in the calls to allow free flowing, accurate discussions.

The campaign involved agents contacting retail outlets to discuss the legal implications of the introduction of Chip and Pin and to advise them on the best equipment for their establishments. The powerful "multi-line" capabilities in synTelate® prompted the agent with the relevant upgrade options based on the current system used within a retail outlet and could detail the associated costs for the upgrade.

Ventura experienced a 20% increase in data accuracy with synTelate® compared with its previous tool. The Chip and Pin campaign finished 3 months earlier than scheduled due to the ease of use of synTelate®.

Since the implementation of synTelate® Ventura has experienced benefits throughout the call centre including:

- ✘ 40% decrease in time taken to create campaigns
- ✘ Decrease in agent attrition (no attrition in the Chip and Pin example!)
- ✘ Increase in agent performance
- ✘ Reduced agent training time between campaigns
- ✘ Less support required from IT department

Ventura's overall image with its clients improved due to the impact of the benefits delivered by synTelate®.



Client Relationship

"synTelate® has improved the way we work at Ventura. synTelate® provides a single data screen with scripts, where appropriate, and relevant data for the agents to complete calls. Our agents find it easier to change campaigns due to the familiarity of the synTelate® desktop. A good measure of the success of synTelate® is the fact that we are hitting or exceeding the performance targets set by our clients. This is essential in our mission to grow our customer base," comments Kevin Tooke, Ventura Project Manager. "We are extremely happy with the development of synTelate®, Initiative Software listen to our needs and actively develop synTelate® to meet our current and future requirements."



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