

Loop Customer Management

Award-Winning UK Contact Centre Invests in Aspect Software's™ Vision

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Paul Tasker

*Head of Business Solutions,
Loop Customer Management*

The Company

Loop is a successful company in the outsourced customer management sector with a distinctive reputation for high quality customer service.

The Business Challenge

- Establish an open systems framework from which Loop could grow its technology resources and its business revenues.
- Deliver an ever-improving customer experience.

The Solution

Install Aspect® CallCenter® ACD (automatic call distributor), a high-volume call routing solution; Aspect® Enterprise Contact Server™ to enable Loop to integrate its complex multi-vendor mix of CRM solutions; and Aspect® eWorkforce Management™ to reduce the complexity of single-skill or multiskill tasking.

The Results

- Efficient workforce scheduling
- Improved contact handling results for email and telephone contacts
- Increased first contact problem resolution rate



Reorganizing for Success

In 1999, Yorkshire Water—one of the 10 largest water companies in the world—and its parent company, the Kelda Group, decided to re-form its own Customer Service department into a new outsourced group operation, Loop Customer Management. The new contact centre operator opened its doors in 2000 and by the end of 2004 employed more than 550 personnel. Loop's clients today include Yorkshire Water, several Fire and Rescue Services, Wales Tourist Board, low cost airline Jet2.com, and a number of well-known insurance companies.

Commitment to Quality

In a tightly regulated and competitive market, Loop's commitment to 'quality' and 'people' has seen it emerge as an outstanding and award-winning outsourced customer contact operator.

Loop's Head of Business Solutions, Paul Tasker, is clear about who's behind this success: the company's front line staff. "We deliver great customer experiences through great people, and we take our responsibilities to them very seriously indeed. We address the needs of a broad range of employees from all ages and backgrounds and our recruitment process ensures that they share a passion for customer service. When great people have great technology too, it is a very powerful combination."

In 2004, Loop was named Best Large Contact Centre at the National Customer Service Awards and received a Special Judges Award at the European Call Centre of the Year awards. It was also the first ever non-public sector UK organisation to be honored with the Charter Mark for Service Excellence.

Contact Handling

Technology has played a massive part in the company's success. Today, Loop uses best-in-class solutions in every area of its operation from telephony to Customer Relationship Management (CRM), document and workflow management, billing, payment processing, and collections.

In spring 2004, after reviewing its telephony requirements, Loop adopted the Aspect® Enterprise Contact Server™, from Aspect Software, the world's largest company solely focused on the contact center industry, as its key computer telephony integration (CTI) and multi-channel contact handling engine. The Aspect Software solution replaced an earlier Genesys T-server CTI solution.

The Aspect Enterprise Contact Server is fully integrated with other open system software solutions used in the telephony suite by Loop, including the Aspect® CallCenter® ACD and Aspect® eWorkforce Management™.

"We needed a technology vision that could support our ambitious plans—an integrated end-to-end solution that would ultimately allow us to bring all our customer contacts into a single contact repository," explains Tasker.

The Aspect Enterprise Contact Server now sits at the heart of Loop's contact management infrastructure, ensuring the company can answer, prioritise, intelligently route and report on all customer contacts, regardless of media type (phone call, email etc).

Workforce Planning

Today, Loop handles approximately three million inbound and outbound phone contacts each year, more than 1.5 million items of correspondence, plus tens of thousands of emails and faxes. It also processes approximately 15 million customer payments. How best to handle this vast multi-channel workload has been another key challenge.

Workforce planning is complicated further by the fact that call, postal and other customer contact volumes fluctuate significantly on a daily and even hourly basis—and by the vast number of different skill sets within the workforce (e.g. some advisors handle only calls and others multiple media).

The solution is proving to be Aspect® eWorkforce Management™, which enables Loop to determine what staffing levels and skill sets are required at its two sites to forecast number of calls, as well as to track adherence to those plans in real time.

Efficient workforce scheduling has led to outstanding contact handling results. In written correspondence, more than 90 percent of people receive a response within two working days—a rate which far exceeds targets. And with phone-based queries, Loop now answers 98 percent of all calls received—94 percent of these in under 15 seconds. Impressively, it also resolves 80 percent of the 1.7 million phone-based queries it receives on first contact.

With the implementation of the Aspect Software solutions, Loop has experienced a definite return on investment. It has created a more efficient workforce scheduling process, which has improved the contact handling results for both email and telephone contacts. With the CTI capabilities they have also been able to increase first contact problem resolutions rates because agents have easy access to the customer information.

About Aspect Software

Aspect Software, Inc. founded the contact center industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centers around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), dialers, voice portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and campaign management applications. And, its pioneering Unified IP Contact Center product line delivers a comprehensive, multichannel solution. Headquartered in Chelmsford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit www.aspect.com.

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