

Case Study: Confero



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Confero operates a modern style 'Outsourced Call Centre' capable of responding to today's fast changing environment. With company headquarters in Wembley, North London, Confero offers bespoke call and contact centre outsourcing solutions. In order to deliver on its promise of rapid response and quality service, Confero requires close working relationships with key suppliers.

At the end of 2004, Confero contacted Totem Communications, the UK's leading inbound call handling specialist on the morning of Saturday 27th November to request help in providing a solution for one of their customers, KPMG. There was just one small catch - the service needed to be up and running on a test bed by the Monday evening to go live on Tuesday morning.

KPMG had been appointed as the liquidators for Courts. KPMG contacted Confero to see if they could set up an information line to deliver up-to-date information for the people affected by Courts going into administration.

Courts' customers required advice and guidance on what was happening with their order and what would happen if they'd paid for their furniture in full. There was a lot of confusion and distress.

Daniel Sassoon, IT/Operations Director for Confero said "Our first point of contact was our current supplier. After speaking with them we realised they

were unable to deliver to our timescales and therefore contacted their competitor, Totem Communications Ltd (Totem)."

"Totem exceeded our expectations and delivered on everything they promised, from taking a customer call on a Saturday morning to working on a solution over the weekend in order to get a test bed live by the Monday afternoon."

The goal was to provide customers with up-to-date information and to handle objections in the front-end system within the incredibly short timescales which made it difficult to recruit and train agents in time. Messages were updated daily, so only a small percentage of callers actually went through to the live agent.

The number was leaked to the press early so calls were answered with a recorded message on 30th November advising customers when they would be able to call to receive some timely advice. The service went live at 8am on 1st December.

Sassoon continues, "In its first day of service 135,000 minutes of call time passed through the Totem network. The fact that Totem could cope with such a large volume of unplanned traffic, I feel is testament to their robust and flexible network. From now on, Confero will consult Totem first about opportunities similar to this as they have proved to be the only supplier who can deliver within such short timescales."

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David Freeman, Managing Director, Confero adds
"This was an extremely distressing situation for customers. It was important for the administrators to ensure we provided relevant and accurate information. They needed a supplier who would respond rapidly to their needs and Confero, supported by the Totem solution did just that."

Chris Brassington, CEO, Totem "We won this contract because of our ability to deliver inbound call handling solutions rapidly which address real business needs. I am proud of the expertise Totem has in-house to deliver for customers such as Confero and KPMG, especially within such short timescales."