



Client

Our client is a major UK utilities company, supplying gas, electricity and telecommunications services to residential customers throughout Great Britain.

Role

CPT has provided hosted call centre and technology services to this utilities client since 2003.

Hosted Services – Large UK Based Utilities Company

Client's business challenge and requirements:

- Secure a location in Glasgow with close proximity to reliable transport links and talent pool via universities
- Pressure within the business meant that a fast and successful implementation was essential
- Identify partner with understanding of fast response to regulatory requirements and tariff changes impacting daily operations.
- A trusted partner with extensive technical knowledge
- A solution utilising state of the art technology, providing complete future-proofing to support the demands of both the client and their customer base
- A partner with the capacity to flex according to seasonal demand

City Park Technologies' solution:

- Design and implement a hosted environment delivering a premier sales and customer service solution to support the customers, brand and ethos
- Fully operational contact centre implemented within 6 weeks to allow seamless migration between sites
- Demonstrate our technological capability and physical premises would support the growth and performance required
- Display a partnership ethos and flexibility that surpasses the traditional client/supplier relationship - allowing for campaigns to be rapidly deployed, thus ensuring responsiveness to changing market conditions.
- Provide a dedicated support and development team to respond quickly to client changes necessary in their dynamic marketplace

Results:

- 150 seat contact centre built from the ground up, ready to occupy in just 6 weeks, allowing client to seamlessly migrate services
- Thanks to our success, and continual exceeding of service levels and customer expectations, we expanded to 380 seats occupying 2 additional floors in 2010
- Developed, designed and implemented Quality Assurance Reporting for all of the clients outsource sites allowing for a consistent means of reporting and easy comparison between sites
- Designed and implemented a robust management information reporting tool
- Customised a user front-end to maximise productivity
- Implemented a robust change management facility to give greater visibility of changes across the clients estate
- In excess of 150 campaign changes in 2010 alone
- Over 100 inbound campaigns set up to gauge market effectiveness
- Implemented a data capture solution which directly informs elements of the client's multi-million pound marketing budget