



Avaya Rocket Success Story

Those in the know

Rocket Ansa-Call and its sister company Rocket Telecoms, an authorised Avaya Gold Business Partner, know the UK contact centre industry inside out. When it came to upgrading its own contact centre, it had no doubt that the right choice for its business was an Avaya IP Office system.

Industry:

Contact Centre outsourcing

Challenge:

Scalable, easily configured, leading edge contact centre

Solution:

Avaya IP Office

The Rocket challenge

Established in 1997, Rocket Ansa-Call was one of the pioneers in offering outsourced, personalised contact centre facilities to small and medium-sized businesses in the UK. In these early days, Rocket was offering its services using the Avaya Argent Branch telecommunications platform.

As the company expanded, it became clear that its staff had gained a vast amount of experience in the implementation, configuration and maintenance of the company's own contact centre – experience that could prove valuable elsewhere. Rocket therefore set up a sister company, Rocket Telecoms, to act as a reseller of contact centre solutions.

“We needed a communications platform that was straightforward to deploy,” explains Mike Woods, co-founder and Managing Director of Rocket Ansa-Call. “It was also vital that the solution could easily be integrated with our existing contact management systems. And because our operation was expanding at such a pace, we also needed to know that the system had the scalability to cater for future growth.”

The Avaya solution

Rocket Ansa-Call opted for the Avaya IP 406 system with contact centre application. As the number of clients pushes up to and beyond the 1,000 mark, however, the company has recently upgraded to the Avaya IP 412, to provide the extra capacity needed.

“We know a great deal about all the solutions on the market,” continues Woods, “I would advise anyone considering the implementation of a contact centre system to look very seriously at the IP Office platform. The Avaya approach to Customer Relationship Management ensures you get all the functionality and resilience you could possibly need, at an extremely competitive price.”



Today, Rocket Telecoms is dedicated to providing leading UK businesses with the contact centre solutions that best meet their needs. So when Rocket Ansa-Call needed to upgrade its own contact centre, it naturally turned to Rocket Telecoms.



When any Rocket Ansa-Call's clients are called, they are immediately diverted to the contact centre. Thanks to full integration between telephony and the contact centre software, the system automatically provides the agent with a screen pop-up that shows the name of the client, details on how the call should be answered and any other action that should be taken. This high level of integration has resulted in enormous efficiency gains.

"As for ease of management, the Graphical User Interface-based configuration makes it really simple to change the settings on individual clients' accounts, which we have to do on a daily basis. We can even log in to the system and change the settings from home, ensuring that we continue to offer our customers the best possible service at all times."

The solution at a glance

- Avaya IP 412
- Avaya Compact Contact Center application suite
- Avaya VoiceMail Pro
- Avaya Phone Manager Pro
- A combination of analogue and digital handsets
- Three Avaya IP softphones for remote workers
- Unified Messenger

"As a result of converged voice and data applications, our top agents are now able to deal with around 300 calls in a single eight-hour shift," confirms Woods. "This is possible because of the sheer speed with which they can process enquiries. Our staff don't need to hunt around for files any more because the system automatically gives them all the information they need, as soon as a call comes into the centre."

But the gains are not only in terms of efficiency. The Avaya IP Office system has also enabled Rocket Ansa-Call to broaden the range of services it can offer to its clients, as Woods explains:

"Avaya IP Office 412 has allowed us to offer conference call hosting to our customers. We also use Avaya Unified Messaging which allows us to send a text message to a client's mobile, alerting them that one of their customers has left a voicemail message. In addition, we can offer virtual reception services – answering a call and patching it straight through to a client's mobile, for instance. The Avaya IP Office system enables us to lead the way in providing this kind of service.

The future

Rocket Ansa-Call clearly recognises that the convergence between data and voice is the way ahead. "We have three agents who work remotely and by using the Avaya IP Office platform, they have exactly the same feature-set at home as if they were in the centre itself. The system's performance enhanced with IP Telephony has been absolutely outstanding."

"Avaya's IP solution has given us the edge over our competitors," Woods concludes, "We're looking to continue and deepen our relationship as the operation expands. Avaya gives us the confidence to know that we can always stay one step ahead."

Learn More

To learn how Avaya can help you visit:
<http://www.avaya.com/smallmidbusiness>

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Mike Woods, co-founder and Managing Director, Rocket Ansa-Call

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About Rocket Ansa-Call and Rocket Telecoms

Rocket Ansa-Call was formed in 1997 and is dedicated to providing a seamless outsourced telephony service for small to medium businesses. As a market leader, Rocket has been a pioneer in professionally answering calls for other companies and on their behalf since day one. Today, Rocket Ansa-Call answers calls for up to 1,000 different organisations.

Rocket Telecoms was created to provide entire business solutions to new and established organisations alike. Rocket Telecoms is an Avaya Gold BusinessPartner, providing solutions to perfectly suit the business needs of its customers.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.



IP Telephony

Contact Centers

Unified Communication

Services

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