Hosted IP Telephony from Red Sky Simplifies International Call Centre for Opia Ltd

Solution Overview

- 140 users
- 2 sites
- Plug and Play installation
- Fixed-Mobile Convergence
- Pre-pay and contract users

Applications

- UBOSS Self Service Portal
- Smart UC One
- Call Recording
- Auto attendant
- Shared Call Appearance
- Unity Desktop
- Unity Supervisor
- Wallboard's
- Call Centre Premium Agents

Technology

- Voice ADSL & MPLS
- IP handsets/Softphone
- International numbers and leased line

Introduction

We are a sales promotion consultancy focusing on creating compelling end user and reseller promotional campaigns which differentiate your products from competitors, generate genuine added value and most importantly drive sell out and increase your margins. Our aim, and our track record is to help you grow your business with the lightest touch from your organisation.

Traditionally, Opia had used Splicecomm system over SIP trucks, ISDN and maintenance contracts. With their main call centre Site ranging from 60 to 100 seats and a further back office support function in Chertsey with a further 30 seats. The functionality of their existing system and ability to make moves and changes and other administration tasks were proving far too time consuming and difficult to manage. As were the lead times in obtaining new international numbers for their call centres, in some cases this was taking anywhere up to 4 months for a number. Opia also had very limited or no call centre agent data and the data they did have was inconsistent or simply did not work. Call recording was also unreliable.

Solution

Following a successful presentation Opia rolled out a Hosted VoIP solution from Red Sky Telecom. The VoIP solution requires no equipment on-site, except the IP handsets. Opia rolled out our full call centre suite and reporting software which provides detailed analysis and statistics of all call ques and agents as well as wall boards situated in various rooms in the call centre. Each agent uses Unity desktop which gives each user visibility of each other and the ability to

communicate via IM. Each agent also has call recording enabled so all calls are recorded. Opia also use UC-One which is our softphone solution, this is mainly used for hot-desking. While Head Office and the Call centre are connected direct to the Red Sky Data Centre core over an MPLS network. Opia have a minimum user base that are contracted for 36 months and further users that are on 30 day rolling contracts that enable to business to expand or contract depending on need.

Summary

From an operational viewpoint the Red Sky hosted solution has been a big hit with users. "We can better share resource, manage agents and self-support with the ability to set our own call centres, move and changes, order new products all from the UBOSS portal. 30-day contracts allow us to scale up or down depending on what promotions we are running. We only pay for what we are using" adds Harris. Since the roll-out was completed towards the end of 2015, Opia has seen their call charges drop 40% and their line rental charges drop 20%

As Darren Harris sums up "We have moved from having limited functionality to no control to full control and management, with lower operating costs, better user functionality centrally. It's hard to overstate the importance of that for us"

As Darren Harris sums up,

"As a 24-hour call centre we can't afford any communication down time. Red Sky installed our new telephone network seamlessly without any issues".
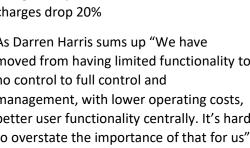
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