



Challenge

Rocket Ansa-Call was looking to implement a scalable, easily configured, leading edge contact centre.

Solution

Rocket Ansa-Call initially chose an Avaya IP Office IP406 with Avaya Compact Contact Center and then upgraded to Avaya IP Office IP412. The solution is equipped with Avaya Voicemail Pro, Avaya Phone Manager Pro, Avaya Unified Messenger, and Avaya IP Softphone. Rocket Ansa-Call contact center agents use a combination of Avaya Digital Telephones and Avaya 4600 Series IP Telephones.

Value Created

- 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 a result of converged voice and data applications, top agents are now able to deal with around 300 calls in a single eight-hour shift.
- The Avaya IP Office solution has also enabled Rocket Ansa-Call to broaden the range of services it can offer to its clients.
- Avaya IP Office IP412 allows conference call hosting to customers.
- Avaya Unified Messenger can send a text message to a client's mobile, alerting them that one of their customers has left a voicemail message.
- Virtual reception services – answering a call and patching it straight through to a client's mobile, for instance.
- Graphical User Interface-based configuration makes it simple to change the settings on individual clients' accounts on a daily basis.
- Remote log in to the system and change settings away from the office, ensuring high quality client services at all times.
- Three agents work remotely by using the Avaya IP Office solution with the same feature-set at home as if they were in the centre itself.

Avaya Rocket Success Story

Established in 1997, Rocket Ansa-Call was one of the pioneers in offering outsourced, personalized 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.

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.

“We needed a communications platform that was straightforward to deploy,” said 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 Office IP406 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 Office IP412, to provide the extra capacity needed.

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

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

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of Rocket Ansa-Call*

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"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," said Woods. "This is possible because of the sheer speed with which they can process enquiries. Our staff doesn'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 solution has also enabled Rocket Ansa-Call to broaden the range of services it can offer to its clients, as Woods explains:

"Avaya IP Office IP412 has allowed us to offer conference call hosting to our customers. We also use Avaya Unified Messenger, 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 solution enables us to lead the way in providing this kind of service."

"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 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 Solution, they have exactly the same feature-set at home as if they were in the centre itself," Woods said. "The system's performance enhanced with IP Telephony has been absolutely outstanding."

"Avaya's IP Office solution has given us the edge over our competitors," Woods said. "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

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at www.avaya.com.

All statements in this Case Study were made by Mike Woods, Co-Founder and Managing Director of Rocket Ansa-Call.

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APPLICATIONS

- Avaya IP Office VoiceMail Pro
- Avaya IP Office Phone Manager Pro
- Avaya IP Office Compact Contact Center
- Avaya IP Softphone

SYSTEMS

- Avaya IP Office IP412
- Avaya Digital Telephones
- Avaya 4600 Series IP Telephones

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 Authorized Gold BusinessPartner, providing solutions to perfectly suit the business needs of its customers.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.