



Case Study

[Project Overview]

The Chelsea Building Society has been established for 125 years. It is the UK's sixth largest building society, with assets in excess of £7.9 billion. In 2004, the Chelsea were voted the Best Mortgage Lender of the Year, Building Society Lender of the Year and Best Buy to Let Lender of the Year – Gold Award by independent Financial Advisors and Mortgage Advisors across the UK.

The Chelsea prides itself in being one of the most efficient building societies. The number of people investing has grown to over 400,000, and the number of people borrowing has grown to over 80,000. Despite spectacular growth, the Society continues to strive to give the highest priority to providing a fast and personal service to its customers. The Chelsea is constantly striving to improve the services it offers.

To improve the service it provides through its call centre, Chelsea installed a 60 channel QBypass system to handle overflow and out-of-hours calls from the call centre.

[The Project]

The Chelsea Building Society identified the need to enhance their call centre operation to provide better efficiency. They needed a system, which could handle calls when all the agents were busy on calls and out-of-hours calls. Their main objectives were: to provide a faster and more elegant method of delivering automatically captured information from customers and increase the capacity of automatic information capture.

[The Solution]

The QBypass system was the ideal system for The Chelsea Building Society, it integrated

seamlessly to their existing Avaya Definity and Microsoft Exchange server. It is very easy for Chelsea's callers to use through carefully designed scripts. There are no key presses, and the system does not use expensive speech recognition, so there are none of the problems with recognising accented speech. The callers speak their responses; these responses are recorded, and emailed to the agents.

- **Doesn't Use Speech Recognition:** Speech recognition is expensive and has problems recognising strongly accented voices.
- **Delivery To Email:** The system is totally automated, as soon as the call has finished an email is sent.
- **Socially Tuned Scripts:** The scripts have been devised to reliably capture the caller's information, from even the more difficult callers.
- **Continuously Available:** The system runs 24/7 so no callers are missed.

The system can run multiple scripts simultaneously by using dialled number to select which script is run. The QBypass dynamically allocates channels between scripts. So in a 60 channel system there could be 1 caller for script A and 59 for script B, or 59 callers for script A and 1 for script B.

[Business Benefits]

- Callers don't have to queue when all the agents are busy.
- Easy to use, caller friendly script captures callers details.
- Less abandoned calls.
- Captures out-of-hours caller details.
- Prioritise call-back emails.
- Easier scheduling of agent shifts.