

Case Study: Making life easier and more productive for Beyond Ltd

Nestling in a sublime rural location just on the edge of Epping Forest, Beyond Ltd work tirelessly to acquire new business for companies that supply to small and medium sized businesses. Beyond Ltd was set-up in June 2003 by Steve MacKervoy. Tara O'Reilly is the Sales Director and the company now employs fifteen staff.

Beyond Ltd does all its business over the telephone. On an average day the company makes one Thousand telephone calls.



The Business Need

“Communicating effectively and efficiently with customers and prospects is the key to our success” highlighted Tara. “We run two separate contact centres and the majority of our business is conducted over the telephone. We need a reliable and efficient telephone system and the ability to manage the quantity and quality of the calls that our agents make.”

In order to meet these objectives Steve and Tara turned to the Adaptive suite of software products, from New Media Software. Tara picks up the story again. “The Adaptive applications effectively add CTI (Computer Telephony Integration) and outbound dialling functionality to our telephone system. The implementation of these applications has greatly increased the efficiency of our organisation. I can now manage and control all the telephone calls that my staff make. This makes their life easier and allows them more time to talk with customers and clients each day.”

Tara continued. “After researching the market it became clear that the Adaptive range was the one for us. Not only did the applications work seamlessly with our existing telephone system but also the solution worked straight out of the box, required very little user training, was easy to implement and affordably priced.”

The Business Benefits

Adaptive CTI was installed in June 2003 and the system supports up to 12 agents working across two contact centres. The Adaptive Progressive Dialling application was added subsequently and because of the way that the Adaptive modules work, this was implemented with the minimum of disruption.

“The applications are very easy to use and the Progressive Dialling aspect has added automation, structure and control to our outbound telephone campaigns. The Adaptive solution has taken away a great deal of the tedium associated with making lots of outbound calls. Our staff can now concentrate on talking to customers and worry less about which numbers need to be dialled, the system does that for them. Moreover we make a higher percentage of quality calls and miss-dials have effectively been eliminated.”

Due to these improvements in call handling, Tara estimates that her employees’ productivity has increased by around 25%. “We would find it very difficult to function without the Adaptive solutions. They have made our life so much easier.”

Another dimension to Adaptive CTI is the ability to screen-pop customer database information and here again this has proved to be of significant advantage to Beyond. “This is a real benefit to our business as we can provide our agent with all the information they need about the customer or prospect they are talking to. The data is delivered on screen when an inbound call is presented and this really helps us to deal with call. Here again we have seen productivity rise.” Enthused Tara.

One of the companies that Beyond Ltd works for is FP Telekom. The company offers a range of products and services that save small business time and money including the ‘mymail’ franking machine. This enables small companies to be in total control of their outgoing mail expenditure.

“Without doubt the Adaptive solutions have enabled Beyond to assist FP Telekom to achieve their marketing and sales goals. We are now utilising the same applications to help our other clients.” Stated Tara.

Tara concludes. “The Adaptive solutions have made a positive impact on the way that we work. They have helped us to achieve higher productivity and quality. We have no hesitation recommending the Adaptive products and endorsing New Media Software.”