



Orbit

Hostcomm Empowers Faster,
Easier Dialler Management at Orbit



Contents

Introduction	3
A Complex New Role in Dialler Management	4
How the Hostcomm Dialler Makes Management Easier	5
Faster and More Flexible Data Downloading	6
Responsive Support and Technical Know-how	7
A Choice of Inbound and Outbound Reports	8
Summary	8

About the Author



Chris Key, CEO, Hostcomm

Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Hostcomm empowers faster, easier dialler management at Orbit



When the Manager was faced with a new role in a fast-paced environment, the Hostcomm ContactPro dialler and unparalleled customer support made life easier.

Orbit: A challenging, high-paced environment

Orbit is a debt collection company and outsourced provider for a number of companies, mostly within the water industry. The company's work goes beyond outbound calling to include comprehensive debt management - understanding what people can afford and informing them of the help that's available.

Orbit handles around 7,200 outbound dials and 700 inbound calls per day across all of its campaigns. This figure that is continually increasing as the company secures new business partners and campaigns.

A complex new role becoming Orbit's Manager

For the Manager, starting a new role at Orbit meant she was committing to be challenged. Despite her extensive experience using a wide range of diallers, becoming Orbit's Manager was a uniquely high-pressured role with serious responsibility. As an outsourcer for a number of different companies, Orbit effectively has five or six different businesses working within the same wider business. The success of those campaigns would depend on her ability to hit the ground running with the dialler.

“What we do at Orbit is more complex than anything I've dealt with before, every business partner wants something different, provides us with different data, and wants it dealt with in a different way. It's a big operation and a big challenge to manage while you're familiarising yourself with a new dialler.”

Many of Orbit's campaigns involve debt recovery and debt management, which come with safeguards designed to help vulnerable customers. In addition to common contact centre concerns like Ofcom and PCI compliance, these safeguards need to be considered with regard to call-backs and allowing people to get in touch with Orbit for help.

This requires extensive visibility over the way campaigns are being conducted and agent performance.

“When you're potentially dealing with people with financial issues, you need to make things easy. It's important for us that, especially if a call is dropped, people can contact us with the minimum of hassle – while the majority of our activity is outbound, we need a dialler that is just as effective for inbound calls.”

“

It's important for us that, especially if a call is dropped, people can contact us with the minimum of hassle – while the majority of our activity is outbound, we need a dialler that is just as effective for inbound calls.

Manager
Orbit Debt Collection Ltd

How the Hostcomm dialler makes management easier

To support inbound and outbound dialling, Orbit uses Hostcomm ContactPro – a hosted predictive dialler that makes even the most complex environments easier to manage.

“In my career, I’ve worked with seven or eight different diallers and their providers. For myself as the manager and our agents, the Hostcomm dialler is easy to work with and the Hostcomm team makes changes and customisation quick and simple. With Hostcomm’s support, I was able to get to grips with the dialler immediately – and found that the speed of using it completely set it apart.”

“

With Hostcomm’s support, I was able to get to grips with the dialler immediately – and found that the speed of using it completely set it apart.

Manager

Orbit Debt Collection Ltd

Faster and more flexible data loading

“The biggest benefit of using the Hostcomm dialler is the ease of getting data in and out. Our business partners send data files in different formats with different headers – but we don’t want to seem inflexible and insist on specific formats. Hostcomm ContactPro gives you a lot of wiggle room in how you want to import data – we can manipulate it however we want and bring it into the dialler however we need to.”

With Hostcomm ContactPro, the entire data import process takes just five minutes.

In previous roles with SQL-based data importing, the process of loading a list would take around 20 minutes every single day and required specialist knowledge of SQL. This meant it was a job only a select few could complete. In the event of a single error during the data import, the entire dialler would need to be taken offline for anything up to two hours. This resulted in large amounts of collection time and potential money being lost with agents left without a dialler for two hours.

“The risk of uploading the data wrong was so big. You’d have to stop the dialler, find out what was wrong, strip out anything you’d already called, then spend another twenty minutes loading it afresh. With ContactPro it’s a much easier process – and if something did go wrong, we could easily identify it and resolve it without downtime.”

Responsive support and technical know-how

While a low dialling ratio reduces Orbit's number of dropped calls, the nature of the company's campaigns and Ofcom compliance require an unusual approach.

"We wanted our setup for dropped calls to be slightly different. We wanted a message to be played and an Interactive Voice Response (IVR) system where people could add themselves to an inbound queue. But that meant configuring every campaign with a different message, then sending inbound calls to a different place. Hostcomm's excellent support team made it possible – they understood exactly what we wanted and were very quick to get it done. This was something I never achieved with any other dialler. Perhaps different diallers did have the capability, but if they did, I wasn't aware. That comes down to support and a provider understanding our needs. Hostcomm understands our needs."

As a result, Orbit has achieved a higher response rate, increased customer satisfaction levels and secured positive feedback from business partners.

"Since I'm new to this role and to Orbit, I'm asking a lot of questions of Hostcomm. The support is very responsive and helpful which is very useful to me as I build my knowledge of the dialler."

“

Hostcomm's excellent support understood exactly what we wanted and were very quick to get it done. This was something I never achieved with any other dialler.

Manager
Orbit Debt Collection Ltd

A choice of inbound and outbound reports

A large part of their role involves looking at the efficiency and performance of the dialler day-to-day. This includes strategies to get more out of data, assessing the best time to dial, setting up new campaigns, and changing campaigns to drive results.

Hostcomm ContactPro includes a wide range of real-time and historic reports. These are all designed to improve visibility and allow Managers to make informed decisions.

The Manager regularly uses:

- ⊕ **Real-time reports**
- ⊕ **Historical Inbound and Outbound reports to:**
 - ⊕ Collect performance information for other members of the team
 - ⊕ Monitor the dropped call rate, connection rate, and the percentage converted to a positive outcome
 - ⊕ Look at the times of day with good contact or no contact
 - ⊕ Calculate resourcing requirements and shift management to ensure agents are available for inbound calls
- ⊕ **Agent Time and Status** to see how people are using the dialler and dispositioning calls, comparing agents to each other to spot any signs of dialler or agent issues

Summary

Having worked with seven or eight diallers across her career, the Manager saw the difference Hostcomm could make with a powerful dialler and exceptional support. With Hostcomm ContactPro, she could load data faster and with less risk of errors, generate a wide range of reports, and depend on responsive support whenever it was required.

What could a dialler do for you?

Request a free trial:

www.hostcomm.co.uk

Talk to us... we are here to help

If you have any questions or require further information, please get in touch:

 0808 168 4400 / 0203 372 8420

 sales@hostcomm.co.uk

 www.hostcomm.co.uk

 [linkedin.com/company/hostcomm-ltd](https://www.linkedin.com/company/hostcomm-ltd)

 twitter.com/Hostcomm

 Google+

The Old Convent • 8 Broad Street • Ottery St Mary • Devon EX11 1BZ

Hostcomm Limited is a company registered in England and Wales with company number: 05113945.
Registered Office: The Old Convent, Ottery St Mary, Devon, EX11 1BZ • VAT registered GB837980773

 **Hostcomm**
Business VoIP Solutions