



Hosted Contact Centre plays key role in high profile Eircode project success with Capita

Case Study : Capita & Eircode



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Client: Capita

Sector: Public Sector

About Capita

Capita is a leading provider of innovative, service solutions for clients across the public and private sectors. It is a FTSE 100 company with offices across the UK & Ireland, Europe, India and the Middle East. Capita is licensed by the Department of Communications and Natural Resources to build and operate Ireland's postal code system.

Solution Benefits

Hosted unified communications contact centre - allowing Capita to scale operations up or down as required.

Advanced call queuing out of the box - allowing an initial 4,900 calls to be answered in under two seconds each.

Powerful call reporting - with full transparency of agent performance and better scheduling of resources.

Improved call quality - thanks to ability to listen into calls and identify opportunities for further training.

Configured to deliver maximum up time - including support for the Capita disaster recovery and business continuity setup.

Call Recording - scalable storage, easy access and with PCI Complaint design.



“We needed reliability and flexibility and Intellicom absolutely delivered on both fronts.”

Liam Duggan, business development director, Capita Ireland

Intellicom | **intune**, an enterprise-class, multi-channel telephony solution, provides the engine for the recent high profile, successful launch of Ireland's national postcode system, Eircode.

The hosted contact centre service, with agents located at Maynooth Business Campus, Co. Kildare was a pivotal part of the project's success, handling more than 5,900 calls from the public in the two weeks post launch. 99.8 per cent of those calls were answered in less than two seconds. An additional 4,300 emails were processed by 30 agents, who were active at the project's peak.

Business Challenge

In October 2014, Capita was awarded a 10-year license by the Department of Communications, Energy and Natural Resources to design, build - and once launched - operate and maintain a national postal code system. It was a massive undertaking which involved encoding around 90 million individual records and addresses matching those records with databases held by An Post, the Department of Transport, the Department of Social Protection and many other public sector organisations.

“We needed to gear up the contact centre to handle queries post launch so we started that piece of work six weeks in advance,” said Liam Duggan, director of business development with Capita Ireland. “We had to make sure the contact centre wasn't going to fall over. We wanted to deal with someone that was reliable and flexible and Intellicom absolutely delivered on both fronts,” he said.



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Solution Benefits

Investment Protection - Capita can tender for other business contracts and tie the infrastructure into existing call centre technology investments

Peace of Mind - thanks to a robust infrastructure with improved connectivity between company site

Open Standards - The Intellicom platform is based on standards based hardware and software for maximum compatibility and increased options

The Solution

Intellicom deployed a hosted version of its intellicom | **intune** Telephony platform. Offering an unrivalled feature set out of the box, including advanced call queuing and call recording, its simple licensing model and cloud-based infrastructure was very appealing for Capita, who were unsure of call volumes and patterns.

“The trickiest part of the project was forecasting call volumes as we really had no idea what to expect,” said Duggan. “There was nothing really comparable to this project and no call to action. We were simply writing to 2.2 million addresses and asking people to keep their postcode safe for future use.”

The Intellicom system was configured to take up to 400 concurrent calls to allow for the flexibility that Capita required.

“Flexibility was a big driver in the project and we took this into account in the solution design,” explained Neil Wisdom, managing director with Intellicom. “If it was particularly busy, Capita staff could change queues or route calls in a different way as required, without having to call us as the service provider.

“As it happens, a lot of the functionality we delivered to Capita wasn’t used as the call volumes were lower than expected but it was important for them to have that flexibility. For example, to be able to change call messaging on the fly, without external intervention was a great advantage for them.”

Although Capita is not a state agency, it operates under a government license so by law, had to provide call recording. This feature was available at no extra cost and out of the box from Intellicom.

Business Benefits

“The solution needed to be hosted because of our requirements,” said Duggan.

“We knew there would be a big surge of calls at launch and then it was going to taper off. If we were to buy hardware for the volumes we were expecting at launch, it would be largely redundant for our business as usual activities. As it stands, we can scale our operations up or down as business requires.”

Staff productivity and training requirements are also addressed by the solution according to Duggan.

“The reporting engine is phenomenal. We can generate reports by agent, by call, by time of day and by any metric we want. After a couple of days, call volumes became easier to predict and we actually changed our shift patterns based on the reporting information that we had.”

Intellicom Limited

Tel : +353(0)1 5566000

Fax : +353(0)1 5566099

Email : sales@intellicom.io

Web : www.intellicom.io



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intellicom | intune Key Features

- Scalable for larger volume contact centres or smaller departmental-level helpdesks
- Feature-rich, customer experience out of the box
- Simple, transparent licensing model which reduces costs
- Powerful agent reporting which streamlines operations and reduces costs
- Custom-build design capability with in-house software engineers
- Flexible and scalable infrastructure which adapts to the call centre environment as required
- Third party integration service offers bi-directional communications with many other vendors hardware and software solutions
- PCI Compliant call recording features

Business Benefits

Call centre management could also identify the agents with longer handling times. Listening in on calls allowed them to identify opportunities for further training.

“Some of the additional projects we are bidding for will be based in Maynooth, if we're successful,” said Duggan. “These are also high volume contact centre opportunities, one of which is for up to 300 seats. We will scale up the Intellicom system for that. Now that we have that hosted solution, we can expand and scale it quickly if we win the contract and that makes our operation extremely agile,” he said.

Besides providing the contact centre technology, Intellicom also provide high-speed, resilient, fibre connected voice and data services for many tenants of the business campus.

Why Intellicom

“Several parties responded to our tender request, but Intellicom put in the best solution with the most flexibility and at the best value for money. That's why it got the business. We needed reliability and flexibility and Intellicom absolutely delivered on both fronts,” said Duggan

Solutions & Services Supplied

intellicom | **intune** Hosted Telephony & Call Centre solution

intellicom | **inform** Online customer service and administration

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