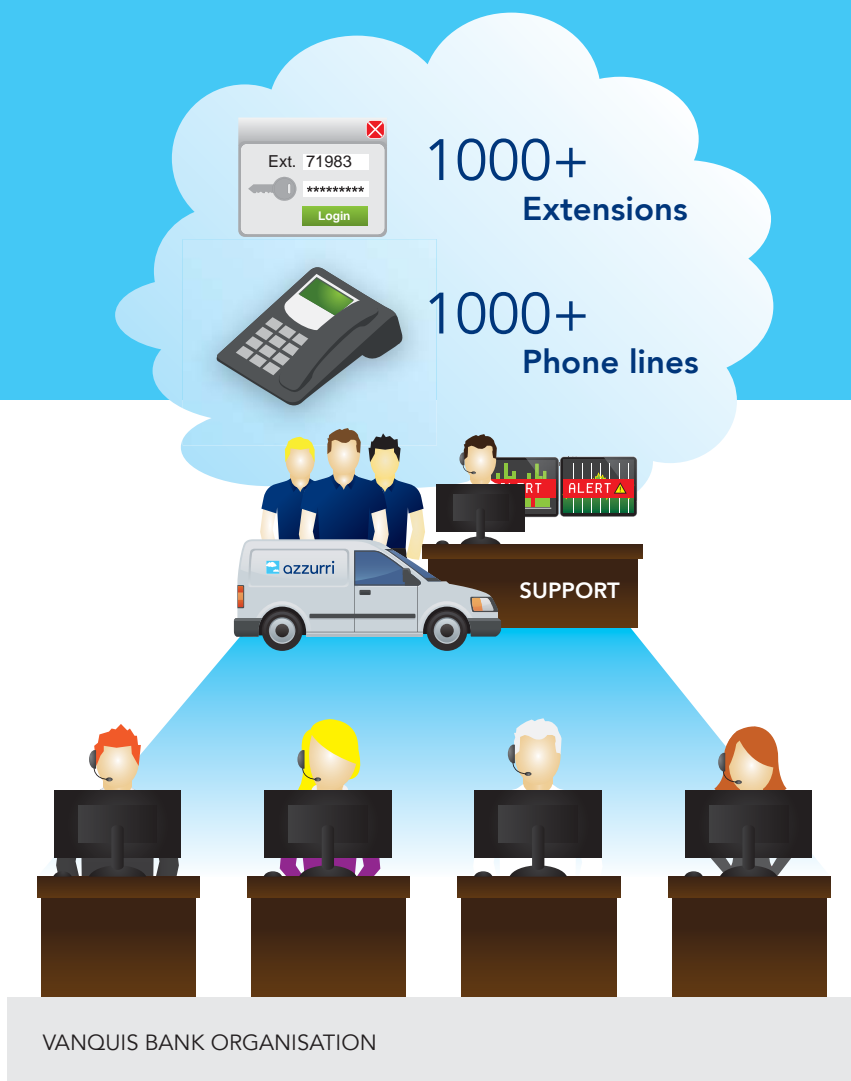


CASE STUDY
VANQUIS BANK AND
AZZURRI COMMUNICATIONS

VANQUIS BANK: CONTACT CENTRE CASE STUDY



The new contact centre deployed by Azzurri will meet Vanquis Bank's most ambitious growth ambitions for at least the next five years, with support for upwards of 1,000 extensions and 1,000 telephone lines.

Vanquis Bank is a leading specialist provider of credit cards to people with limited or uneven credit histories. Based in the UK, the Vanquis Card brings the flexibility, consumer protection and convenience of a credit card to this section of the population.

The bank has grown quickly since it was founded in 2002 and now has over 1 million customers in the UK. It is part of the Provident Financial Group.

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Adrian Dorey
Telecoms Manager, Vanquis Bank



1. THE CHALLENGE

INTRODUCTION

Azzurri has been working with Vanquis Bank for over a decade, having deployed the company's first telephony system in 2002.

When the company was founded it only had a handful of agents (around 25) in its single call centre in Chatham. As the company has grown over the years the number of agents has grown significantly too, with over 550 agents now working at four sites in the UK and South Africa.

In 2012 Vanquis was fast-approaching the capacity on its existing telephony system and the company was showing no signs of slowing down. "We made the decision to upgrade the contact centre system during a time of fast expansion for the company. In contrast to the 20-25 agents we started with in Chatham we were already planning a Bradford call centre that would start with over 100 people and double in size in just a few years. We had to find something that was scalable and would work across multiple locations," commented Adrian Dorey, Telecoms Manager at Vanquis Bank.

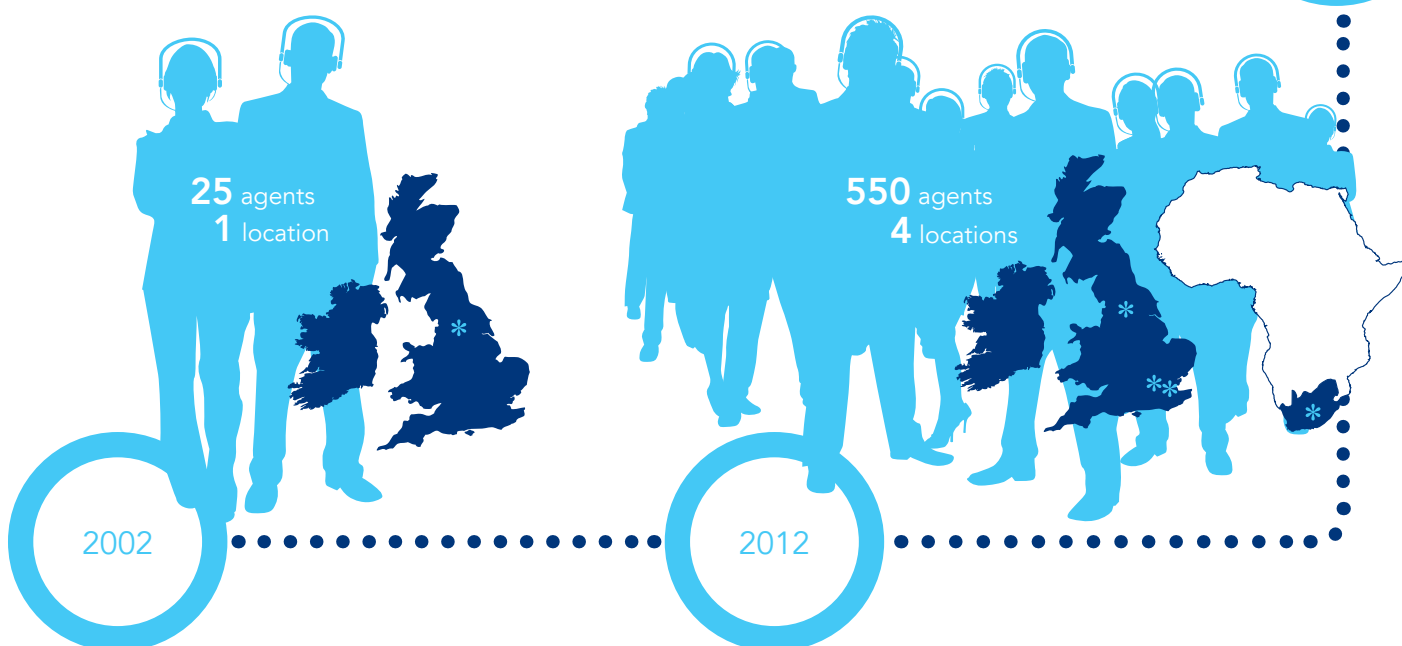
The company therefore set about to architect a highly resilient, high-capacity, multi-site contact centre infrastructure that could see the company through its future growth projections and beyond, while not disrupting the working practices and routines of the existing agents.

Dorey explains the need for simplicity in the new contact centre, "We wanted our agents to see absolutely no difference between the call centre phones and their home phone. They should just be able to pick it up and dial as if they were at home. The sophistication of the network needed to be invisible to them."

Due to the strength of the company's existing relationship with Azzurri, Vanquis commissioned Azzurri to architect the new call centre infrastructure that could keep pace with the growing demands of the company.

Needed a highly resilient, high-capacity, multi-site contact centre infrastructure that could see the company through its future growth projections and beyond, while not disrupting the working practices and routines of the existing agents.

2013
onwards



2. THE STRATEGY

THE SOLUTION

Azzurri proposed a new cloud-based contact centre architecture that would allow the company to continue to expand at a rapid pace across different locations, while adding significantly more resilience.

The project began by migrating the company's core contact centre operations to a centralised data centre in Corsham, giving the company a highly resilient and scalable foundation on which to build the cloud-based contact centre solution. Azzurri then deployed an Avaya platform with the Callmedia 5.0 contact centre management application.

Vanquis Bank's contact centre now operates seamlessly across its four locations of Bradford, Chatham, London and South Africa. Location has become irrelevant with new offices simply needing to be "plugged in" when required.

The flexibility of the system gives Vanquis the opportunity to decide what type of call its answers and in which location, with Callmedia helping with queue management. Reflecting the contact centre's location-agnostic design, the queues themselves do not even know if a call is going to be answered in Bradford, Chatham, London or South Africa – they are simply routed to the best location.

CHANGING TIMES

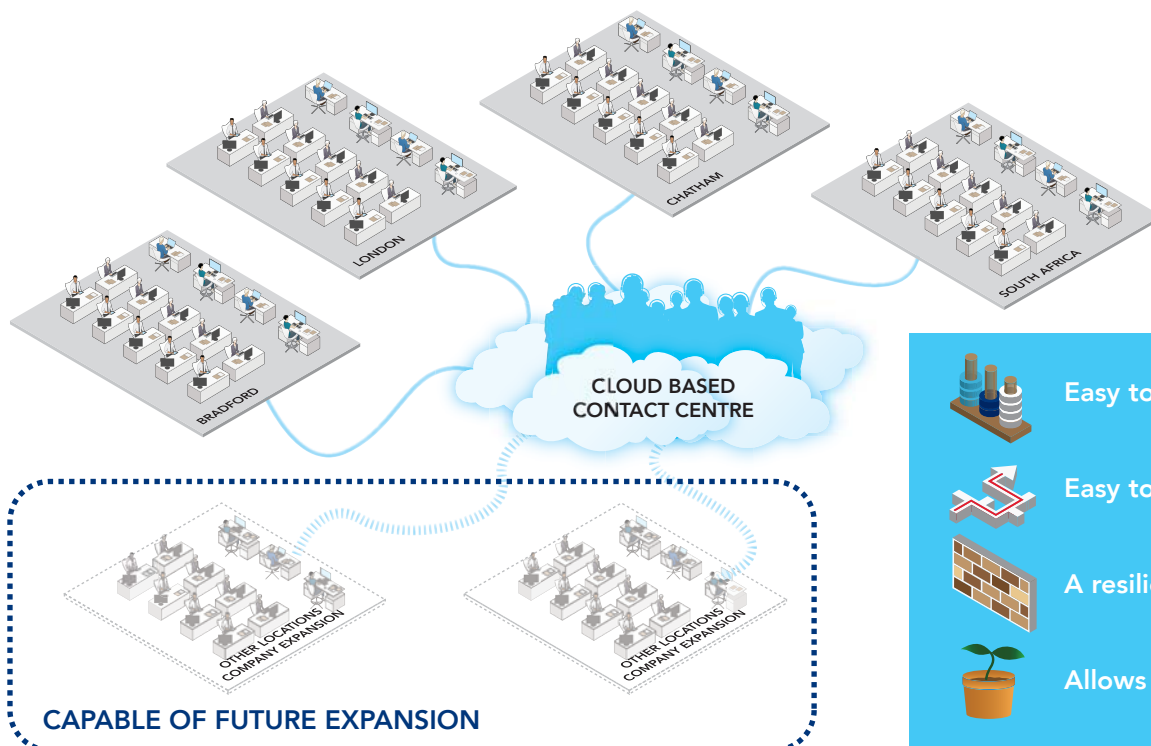
"The flexibility that we have gained since moving to the Avaya/Callmedia solution cannot be understated.

For example in times of change we are now able to move an entire function of our business from London to Chatham in an instant. We can move resources to wherever they need to go. In the event that we have a very snowy

Chatham and we only get half of our staff into the building we can put extra resource into South Africa and Bradford. The flexibility is just there for any eventuality. Callmedia just takes a call and delivers it to the best person possible," comments Dorey.

The flexibility of a location-agnostic infrastructure also delivers significant resilience benefits to Vanquis. As an example in one instance when one site suffered from a telephone circuit outage, the Avaya platform was able to redirect all dialling out of another site before the first call was even made.

While the failed lines were restored within 40 minutes, Vanquis eliminated any disruption by holding off migrating back to the usual systems until the end of the shift. As a result not a single call was lost during the shift and the business barely even noticed.



Easy to allocate resources



Easy to direct calls

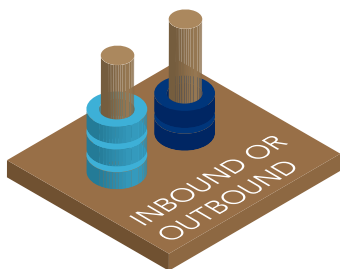


A resilient solution



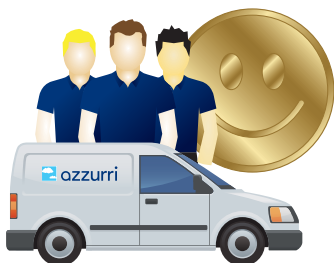
Allows for company growth

3. THE RESULTS



MORE EFFICIENT USE OF AGENT RESOURCES

Callmedia enables Vanquis to make the best possible utilisation of its call centre agents by blending inbound and outbound calls. When the system detects a queue of inbound calls, for example, then agents are automatically allocated to answer them, subsequently switching them back to an outbound system when the queues are resolved. At the same time the agents themselves find the system very easy to use so they can just get on with the business of serving their customers.



ENGINEERING EXCELLENCE

"Azzurri's engineers are the best I've ever dealt with in the telecoms industry. Over the course of the 10 years I've worked with Azzurri we've never had a bad engineer walk into the business," proclaims Dorey.

FUTURE-PROOF INFRASTRUCTURE

The Callmedia system gives Vanquis the freedom to choose which channels it uses to communicate with its customers and when to use them. Today the company's primary means of customer communication is via the telephone, with Callmedia supporting the company to make many thousands of calls a day. However if the company should want to open up any of the additional multi-channel options native to Callmedia e.g. email, SMS, post, then the company can activate them whenever it wants. This future-proof capability means that Vanquis will not need to deploy anything new or re-train its agents to add additional channels further down the line.



A LONG TERM PARTNERSHIP

As an Azzurri customer for over ten years, Adrian Dorey has worked closely with Azzurri on numerous projects during the company's expansion. "We initially approached Azzurri to help us with our telephony when we first set up as Vanquis Bank over ten years ago. At that stage we only had 20-25 people in our call centre. We've moved on a great deal since then and Azzurri has grown with us. Azzurri has kept pace with everything that we've done as a bank and managed at least 3 or 4 sizeable migrations for us during that time. We've never felt the need to look elsewhere because the service has always been excellent."

"Azzurri's real strength is the quality of its engineers. Not only do we get hold of good engineers that come to site, but they follow through and own everything that they work on. They take such an interest in the projects they work on that they'll even check in with us after the event. We're still having regular calls with the engineers that helped set everything up despite them moving onto other projects."

"The engineers take an active interest in what you're doing. They don't just plug something in and walk away – they take pride in setting it up and offering their opinion on how it can be done better. They really are partners of the business. Over the course of 10 years we've never had a bad engineer walk into this business."

