



# Ascensos

“Setting the pace for outsourcers”

AN ENGHOUSE INTERACTIVE CASE STUDY

## Overview

### INDUSTRY

Outsourcer

### CUSTOMER PROFILE

Cutting edge provider of outsourced contact centre services to a wide range of businesses

### GOALS

To find an advanced contact centre system that would deliver a high-quality customer service solution to its clients and drive competitive edge

### SOLUTIONS

EI Contact Center: Enterprise

### BENEFITS

- Deliver a flexible solution which can be adapted and fine-tuned for each client
- Embrace the digital age, with focus on less traditional channels such as social media, video and live chat.
- Intuitive interface allowing agents to be effective when working across an array of different channels
- Versatile, rich functionality allows customisation of reports quickly and efficiently
- See all customer interactions to deliver accurate quicker and better service.

## Ascensos sets the pace for outsourcers with a flexible Enghouse Interactive Platform

*Leading contact centre provider offers a competitive advantage to an innovative outsourcer by building a Contact Centre of the Future*

Based in Motherwell, Scotland and launched in 2013 by three former executives of call centre business, beCogent, Ascensos is a cutting-edge provider of outsourced contact services to a wide range of businesses.

Backed by a £1.8 million regional selective assistance (RSA) grant from Scottish Enterprise, Ascensos developed a state-of-the-art 28,000 square foot facility and then began looking for an advanced contact centre system that would enable it to deliver a high-quality customer service solution to its clients and drive competitive edge. After an intensive and highly competitive pitch process, Ascensos chose to implement the Enghouse Interactive Contact Center: Enterprise (CCE) solution from its partner Virgin Media Business.

“For Ascensos the choice of customer contact solution was central to our vision of building a state-of-the-art contact centre. Everything revolves around it – but it also needs to fit well into the wider architecture - so the ability for us to deliver the solution in full and in time was pivotal to our success. We felt that the combination of Virgin Media Business and Cisco and Enghouse together provided us with a one-stop solution for our network and telephony needs.”

David Gilfillan , IT Director

ASCENSOS

## Leading the way with increased functionality and flexibility

The solution stood out from the pack in terms of technical functionality and flexibility. As David Gilfillan, IT Director, Ascensos explained: "As an outsourcing company, we are well aware that every client solution we design and deliver for our clients will also need to be adapted and fine-tuned. Being able to deliver this capability is a key differentiator for us. We therefore need to ensure we are implementing systems that enable us to make changes as and when required. We don't believe in off the shelf or one-size-fits-all solutions. The versatility and adaptability of CCE was therefore a critical influencer in our decision.

"It's a very intuitive interface and it allows our agents to be effective when working across an array of different channels. They have good visibility of the queue and of the service level agreements (SLAs). At the same time, the dashboard approach provides a level of control for contact centre managers by delivering good visibility of agent performance."

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"The second key influencer on the decision was the need to deliver agility," Gilfillan added. "We feel that what sets us apart as an organisation, is our ability to deliver results faster than the larger players in the market and keep ahead of the game.

"We are not a traditional bricks-and-mortar contact centre. Our whole approach is around fully embracing the digital age, with much of the focus being on the less traditional channels such as social media, video and live chat. We need to be working with a partner who could see far enough ahead and be agile enough to do that.

We also needed a partner with a similar ethos and culture to us; that was large enough to deliver the solution but, most importantly, could demonstrate the same level of enthusiasm for innovation as us and work in an agile manner to meet our future requirements. We believe Enghouse Interactive fits the bill in all of these respects."

## Working together for success

In addition, Ascensos needed reassurance that the system could be implemented as part of a broader IT and telephony offering. According to Gilfillan: "For Ascensos the choice of customer contact solution was central to our vision of building a state-of-the-art contact centre. Everything revolves around it – but it also needs to fit well into the wider architecture - so the ability for us to deliver the solution in full and in time was pivotal to our success. We felt that the combination of Virgin Media Business and Cisco and Enghouse together provided us with a one-stop solution for our network and telephony needs."

Following a smooth and seamless implementation process, the contact centre system and supporting architecture is now up and running. CCE fits well into Virgin Media Business's collaborative suite of services and it complements the overall end-to-end solution that Virgin Media Business offered Ascensos. Today, Ascensos is using it to support a broad range of clients across a wide array of vertical sectors, with a particular focus on retail, DIY and utilities.



## Gauging the Benefits

*So what are the main benefits the solution provides?* One of the key advantages is the advanced flexibility it provides agents and managers. The agent solution, provided with CCE is effectively the agent toolbar or desktop. "It's a very intuitive interface and it allows our agents to be effective when working across an array of different channels," says Gilfillan. "They have good visibility of the queue and of the service level agreements (SLAs). At the same time, the dashboard approach provides a level of control for contact centre managers by delivering good visibility of agent performance."

Ascensos is also making extensive use of intelligent routing and universal queue solutions to manage inbound communications for customers. The solution's last agent routing capability allows agents to build relationships with customers while promoting brand loyalty and providing continuity across channels. Perhaps most important though is the ability of the agent to view a comprehensive history of all interactions with each customer, regardless of channel. The ability to see all interactions at the click of a mouse is key in understanding the service history, the customer's likes and dislikes and ultimately in delivering quicker and better service.

The Enghouse Interactive solution also delivers enhanced CRM integration. As Gilfillan explained: "Most customers we speak to already have established CRM solutions in place, so we needed to deliver CRM telephony integration cost-effectively. The enhanced integration capabilities that CCE provides enables us to do that at a fraction of the time and cost that would otherwise be the case."

## Giving visibility to our clients

The other key differentiator is the solution's reporting capability. "As an outsourcer, we are used to all of our clients requiring different kinds of reports and needing those reports to be delivered in different formats," said Gilfillan. "This kind of flexibility is only rarely available 'out of the box'. Traditionally, reporting in the contact centre turns into a long and protracted process, with professional services teams having to be called in repeatedly. CCE is far more versatile and its rich functionality allows us to create and customise reports quickly and efficiently."

Critically too, Ascensos has been very impressed with the standard of service and support provided. Working with service provider partner, Virgin Media Business, enables Enghouse to effectively offer Ascensos a one-stop shop. Virgin acts as the first port of call for any network or Internet issues and depending on the nature of the problem will either deal with it directly themselves or engage with Enghouse to deliver a solution.

As Gilfillan explains: "technology environments today are increasingly complex. That means that getting to the nub of where a problem sits, or where ownership of that problem lies, can be difficult. Equally, having to deal with multiple suppliers that are not communicating can cost huge amounts of time. Every minute of downtime is critical to us and our clients, so having a single point where we go for information works well. Virgin and Enghouse interact with each other in order to achieve a quick resolution for us. We find it works really well."

## Future Vision

Looking ahead, Ascensos has a clear vision of how it would like to develop both its contact centre and its accompanying solution. Working closely with Enghouse Interactive throughout, it is actively looking at deploying new digital technology applications including social media integration, web and video chat integration, online portals and the latest mobile technologies.

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“The Enghouse team has listened intently throughout this process,” added Gilfillan. “It has been very receptive to all of our comments and requests.”

But the relationship brings mutual benefits. “It’s very much a two-way street,” said Simon Adnett, Enghouse Interactive Account Director. “Ascensos has given us a great insight into innovations we can build into the product as well.”

“Everything about this project is innovative and forward-looking,” he added. “Ascensos sets themselves up differently from traditional outsourcers. They are setting the pace in the new world of customer interaction. Their contact centre is as far removed from the traditional bricks and mortar contact centre as it’s possible to be. It does not look like a contact centre. It does not feel like one. It’s next-generation and the tools and roadmap we are delivering merely serve to reinforce that.

## About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive’s integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.

