

Case study

FGA Capital UK

New business gets rapid lift off with BT Cloud Contact

When FGA Capital UK needed to set up an all-new financial services operation, Moiz Sheikh had the challenge of setting up a contact centre from scratch. He found the perfect fit in BT Cloud Contact.

Offering unsurpassed agility, there's no requirement for onsite hardware or software. That makes it fast and straightforward to deploy and, because it's pay-as-you-go, it requires no capital expenditure either. Moiz can flex-up or flex-down virtually instantly, making it exactly the contact centre his new business needs.

“BT gave us the guidance we needed to get our business up and running quickly. BT Cloud Contact was the most cost effective solution. I consider it to be best of breed and I'd definitely recommend it to others.”

Moiz Sheikh, IT Services Manager, FGA Capital UK



“BT Cloud Contact has met our expectations in every way. It’s been straightforward to deploy, it’s easy to use, it’s proving to be simple to administer, and it gives us the information we need to manage our business.”

Moiz Sheikh, IT Services Manager, FGA Capital UK

BT Cloud Contact helps FGA Capital quickly establish a new customer-facing operation

Challenge

FGA Capital UK offers a wide range of finance options for motor vehicles from Fiat Group Automobiles (FGA) as well as other prestigious brands such as Jaguar Land Rover. It focuses on three segments: contract hire for personal and business customers; dealer financing to provide working capital for vehicle stock; and customer financing for personal contract purchase or straightforward hire purchase.

Until recently the customer financing operation was run under an outsourcing arrangement with a large financial services company but, with the changing financial climate, FGA Capital took the decision to bring the operation in-house. Moiz Sheikh, IT Services Manager at FGA Capital UK, explains: “Insourcing our customer financing operation meant building a new business from scratch, finding accommodation, and recruiting around 80 people.”

To house the operation FGA Capital chose serviced offices. Easy enough, but a contact centre was needed. That had to be robust enough to deal with the company’s existing 120,000 customers, with the scalability for anticipated business growth. Given its worldwide contract with Fiat Group, BT Global Services was the preferred technology supplier.

Moiz Sheikh continues: “Initially we thought we’d build and run our own physical contact centre and I looked at various solutions including those in use by

Volkswagen and Citroen. But ultimately we chose BT Cloud Contact. As a hosted service it enabled more rapid deployment and helped conserve our capital.”

Solution

Available globally, BT Cloud Contact is a web-based virtual contact centre solution capable of supporting over 1,000 agents. It offers full multimedia capability, allowing incoming voice calls to be blended with email, web chat, co-browsing, and call-back requests in a universal queue. There are no hardware constraints and the solution requires no physical infrastructure or software on site. With BT Cloud Contact, agents can be literally anywhere – any company site, at home, or even on the move. The only equipment needed is a headset-equipped PC or laptop with an internet connection.

BT Cloud Contact offers a range of advanced features such as interactive voice response for customer self-service. Meanwhile, enhanced call steering and skills-based routing can direct customers to the best qualified agent wherever they are. BT Cloud Contact can also be integrated with back office systems via an open application programming interface.

FGA Capital has enhanced the BT Cloud Contact capability by using a range of BT Inbound Contact freephone and non-geographic numbers for different customer segments. BT has also supplied BT One Voice Featureline fixed line centrex voice services to serve contact centre agents at the new office, as well as BT IP Connect wide area network connectivity for corporate network and internet access under its global agreement with Fiat Group.

An initial 30-agent package was delivered to schedule, following user and administrator onsite training provided by BT. “BT Cloud Contact is proving to be perfect for us,” confirms Moiz Sheikh, “as it’s hosted we didn’t need to do anything internally. It was very fast to set up and the flexible commercial

terms give us the business agility we require. You can move it anywhere and add or even reduce the number of agents connected – and you only pay for what you need.”

Value

With BT Cloud Contact FGA Capital has been able to rapidly bring its customer financing operation in house, equipped with an agile multimedia contact centre to underpin customer service excellence. This was achieved without significant capital expenditure or business risk.

Currently used by FGA Capital to handle inbound voice calls the in-built BT Cloud Contact multimedia capabilities are perfect to support the business as it grows and evolves. Moreover, the transportable nature of the contact centre platform has also allowed FGA Capital to develop advanced business resilience and continuity plans. These are enabled by the ability of agents to work from anywhere.

“BT Cloud Contact has met our expectations in every way,” sums up Moiz Sheikh. “It’s been straightforward to deploy, it’s easy to use, it’s proving to be simple to administer, and it gives us the information we need to manage our business.”

Since the initial deployment FGA Capital has extended the contact centre to around 60 agents, to incorporate its dealer financing and contract hire businesses, as well as supporting two other Fiat Group operations. Discussions are now under way to deploy BT Cloud Contact for FGA Capital in Italy.

Core services

- BT Cloud Contact
- BT Inbound Contact
- BT IP Connect
- BT One Voice Featureline



Offices worldwide

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