



# CONTACT CENTRES AUSTRALIA AN AAPT TELECOMMUNICATIONS SOLUTION

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Peter Thomson, Director, Contact Centres Australia (CCA)

## 1 BUSINESS CHALLENGE

CCA is a communications business. Its 150 seat call centre in Sydney has 350 staff that provide services including inbound sales and customer helpdesks, outbound telesales, tech support and credit collection to some of Australia's largest charities and corporations.

Its call centre depends on twelve 30-line ISDN connections, eleven of which go into a managed predictive dialler from Noble Systems. To stay profitable while making around 60,000 outbound calls each day and receiving at least 10,000 inbound calls, CCA needs competitively priced telecommunications services that work every time.

“The predictive dialler makes any other model than cost per minute, with no flagfall, inefficient for us,” explained Peter Thomson, Director of Contact Centres Australia.

“Our previous provider knew the flagfall model wouldn't work with our business, but they started charging us one anyway,” said Thomson.

“Obviously they didn't really understand our company, and their systems were so inflexible. For example, when inbound callers received a busy signal, there was nothing we could do. This poor service convinced us they weren't interested in keeping our business.”

## 2 SOLUTION FEATURES

AAPT proposed a pricing structure for inbound and outbound voice that included cost-effective call rates and no flagfall. The package included access to the AAPT Service Excellence Centre, with gold-level helpdesk support, and the AAPT Online Bill Analyser and AAPT Traffic Insight products.

“AAPT really made an effort to get to know our business and as a result, developed a model that best suited us,” said Thomson.

## 3 THE RESULT

### Reduced costs

The call rate model AAPT implemented has enabled CCA to maintain profitability. “Since switching to AAPT, we've reduced our call costs by about 25 per cent,” said Thomson.

### Reliable, proactive service

“We wanted a real partnership with our telecommunications vendor and that's what we got with AAPT,” said Thomson.

“We demand a lot from our provider, and AAPT has met the challenge. When AAPT won our business, they immediately began working to ensure the changeover happened as quickly and seamlessly as possible.

“Since then we have always received excellent support through the Service Excellence Centre. The AAPT consultants

know our business and can quickly provide tailored solutions and advice.”

### Advanced reporting

AAPT Online Bill Analyser gives CCA detailed, accurate call information. “We can check our internal data against AAPT's, increasing the accuracy of our billing systems,” said Thomson.

AAPT Traffic Insight gives CCA detailed information about callers' locations to the telephone-exchange level. AAPT provides specialised tools for geographical mapping and regional-based reports.

“Traffic Insight gives our inbound customers a better idea of who's calling in and from where,” said Thomson. “I think we'll win a lot of new inbound clients based on the detailed reporting we can offer.”

### More options

AAPT's flexible phone systems have also increased CCA's business responsiveness and agility. “Our IT team can diagnose problems in the network, trace numbers and manage inbound calls using AAPT's online tools, without having to call an account manager,” said Thomson.

“If people calling one of our 1800 numbers get a busy signal, we can direct overflow to a different number, an alternative call centre or even my mobile. This is much better for customer service.”

## HOW CAN WE HELP YOUR BUSINESS SUCCEED?

Since 1991, AAPT has been delivering big results for businesses just like yours with our suite of voice, internet, data and mobile solutions. With more flexibility, more personal service and simpler communication, you spend more time doing business and less time chasing telcos. As part of Telecom group of companies and one of the few Australian telcos with its own national network, AAPT offers you the reliability and value only possible through a tier one carrier.

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