

# Hamilton Contact Center Services

## Aspect Software Helps Service Bureau Adapt to Changing Times

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### **Angela Morris**

*Vice President  
Hamilton Contact  
Center Services*

### **Products**

- Aspect® Unified IP™

### **Results**

- Reduced cost-per-call, enabling more competitive pricing.
- Increased ability to win new business.
- Improved agent productivity: agent utilization rate up to 75-80%.
- Compliance with Federal regulations regarding the transmission of caller identification information and "abandoned call" rates.

### **The Company**

Hamilton Contact Center Services, an outsourced contact center bureau based in Nebraska, has more than 200 agents working in four contact centers for clients in the business-to-business, insurance, publishing, retail, telecommunications and utility industries.

### **The Business Challenge**

Even before the FTC burst through the door, the world of teleservices bureaus was changing. Outbound dialing and inbound call handling were becoming less 'church and state,' as many businesses looked to bureaus to simultaneously manage customer service operations and drum-up leads via telemarketing. In addition, the Internet boom made email and online customer service the preferred option for many customers.

At Hamilton Contact Center Services, outbound and inbound calling operated in separate worlds, and managers had to manually switch agents from one type of telemarketing campaign to another while some agents sat idle. In addition, Hamilton was unable to offer alternate customer interaction channels to interested clients.

Angela Morris, vice president of contact center services, recognized that Hamilton needed to change in order to compete for and win new business. With clients clamoring for call blending and multichannel contact, Morris decided to update Hamilton's technology and processes.

Plus, with new rules and regulations established by the Federal Trade Commission, such as the Telemarketing Sales Rule (TSR), many business bureaus, like Hamilton, had to make some changes to address these challenges. The most publicized of the regulations was the creation of the "do-not-call" registry, and other rules governing "abandoned calls", the transmission of call identification information and unauthorized billing.

"It became apparent that we were missing some of the functional capabilities that would allow us to tilt the playing field in our direction," said Morris. "In order to make Hamilton more attractive to potential clients, we needed to grow our inbound solutions; address immediate pain with our Automatic Call Distributor (ACD); and add email and Web chat channels."

### **The Solution**

Stage one for Morris was evaluating the solutions available in the market. She looked for several qualities in prospective solutions providers: financial stability, top-notch technology, a total solution and a vision for the future. Hamilton's new solution needed to be easy to implement, have an open architecture, offer custom reports, digital recording and blended call management.

"In our quest to become more competitive and add multiple channels, we had developed thorough criteria for both a solutions provider and its technology," noted Morris. "We wanted a technology partner that was going to be around for the long haul, and technology that was state-of-the-art, but could still integrate with our existing systems."

After looking at solutions from several vendors, Morris and Hamilton found that Aspect® Unified IP™ from Aspect Software fit the bill due to the solution's full suite of multichannel capabilities, its unified platform and the company's viability as a long-term player. Aspect Unified IP is a session initiation protocol (SIP)-based voice over IP (VoIP) solution that unites full-featured automatic call distribution (ACD), predictive dialing, voice portal, Internet contact, workflow management, multichannel recording and quality management applications in a single software platform.

### Results

The solution has gotten the job done for Hamilton since initially implementing Aspect Unified IP to add call-blending, email, Web chat and call recording functionality. It easily integrated with existing systems while still enabling true call-blending, e-contact and call recording functionality.

With Aspect Unified IP, Hamilton has seen tangible results, such as reducing the price per minute of each call. And these savings trickle down to clients, allowing Hamilton to offer more competitive pricing and giving the company greater leverage to win new business. Having an expanded inbound solution and multiple contact channels at its disposal has also aided Hamilton's new business efforts, enabling them to offer compelling new tools to prospective clients and generate new revenue opportunities. In addition, with the blending functionality in Aspect Unified IP, agents are able to run multiple campaigns, moving from outbound to inbound as necessary and without management intervention. As a result, agent productivity has soared and agent utilization runs at rates of 75-80% or higher.

Hamilton also saw improvements in terms of compliance with the new FTC regulations. The TSR stipulated that all telemarketers must transmit their telephone number and, if possible, their name to caller ID services when calling consumers. This presents a particular challenge to service bureaus because they must transmit separate identification information for each client. Aspect Unified IP helped Hamilton hurdle this obstacle, allowing the company to send unique caller ID information to each of its customers.

"Frankly, Aspect Unified IP was the only system that made transmitting unique caller ID information for each client easy to implement," said Morris. "The other systems required expensive programming changes, as well as changes in telecommunications service. Most other dialers pool all of our outgoing lines."

"Aspect Unified IP gave us a newfound flexibility that would allow us to more effectively compete in the marketplace," noted Morris.

### About Aspect Software

Aspect Software, Inc. founded the contact center industry and is now the world's largest company focused solely on unified communications for the contact center. Our all-in-one, IT-ready solutions help two-thirds of the FORTUNE Global 100 and a variety of small and medium enterprises to communications-enable their customer service, collections and sales & telemarketing business processes. For more information, visit [www.aspect.com](http://www.aspect.com).

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