

Case Study



Putting efficiency on the line

Client: Marlin Financial Services

Industry: Financial

Partner: NEC & Zeacom

“ADA’s solution proved to be the best fit for our needs, both in terms of budget and functionality.”

David Page
Finance Director
Marlin Financial Services

At a glance

● Challenge

To recommend, configure and install a new call centre solution to add reporting functionality – and integrate with the existing Mercury Predictive Dialler.

● Solution

A complete package featuring an NEC NEAX voice switch, the Zeacom Q-Master application suite, and a full staff training programme.

● Results

- Extensive reporting functionality including statistical reporting
- The real-time display of queuing information
- Substantially lower support and maintenance costs

Business challenge

Implementing state-of-the-art technology has proved to be a winning combination for leading financial services company, Marlin Financial Services, resulting in the strapline ‘People and Systems working together’ being adopted. However, when Marlin looked at upgrading its existing Aspect call centre, the costs involved were higher than anticipated. Both the installation cost and the annual maintenance of the existing PABX had been substantial, and whilst it had successfully been in place for eight

years, its features were limited, most notably its lack of any reporting functionality. The new system had to fit with Marlin’s budgetary objectives and offer extensive reporting capabilities. It also needed to integrate seamlessly with the existing Mercury Predictive Dialler, a real-time, on-line predictive dialling system that enables Marlin to determine when and how campaigns should be modified for optimum performance.



ADA solution

After a selection process, Marlin chose ADA to implement its new call centre solution.

- NEC's NEAX platform was recommended by ADA thanks to its network integration, interoperability and manageability features
- Alongside it, ADA specified Zeacom's Q-Master application suite which organises calls based on a wide variety of parameters
- To keep downtime to an absolute minimum, ADA planned the installation and rigorously checked the configuration prior to the system cut-over point
- A bespoke training solution for all call centre staff, including a Training Needs Analysis, ensured Marlin could make the most of the system from day one

Results

- The flexibility to integrate with the existing dialler
- Extensive reporting functionality including statistical reporting to allow strategic planning information to be collated
- A desktop application to display queuing information and allow users to monitor their own call and queue statistics
- Substantially lower support and maintenance costs than the existing system



From the beginning of telephony to broadband technology, NEC has been at the cutting edge of research and development for over a century. Innovation is the key to the company's ongoing success and NEC is committed to serving the specific needs of its various customers through technologies such as mobile Internet and broadband networking.



Founded in 1994, Zeacom serves more than 1600 customers in 18 countries. Working with the latest developments in Computer Telephony Integration (CTI), Internet and multimedia-based technologies, the company's mission is to provide cost-effective customer contact solutions that deliver high-end functionality previously only available to large organisations.



ADA is one of the UK's leading technology services companies with an enviable reputation for technical excellence, service reliability and industry-leading standards. Working closely with manufacturers and partners who represent the best in the IT industry, ADA sources solutions that offer lasting advantages. Similarly, ADA's consulting and field engineering services are based on an approach that considers your business environment as well as your IT infrastructure, ensuring that your IT delivers real business benefits.