



> BUSINESS DIRECTORY FIRM GROWS FRANCHISE OPERATIONS WITH NEW CONTACT CENTRE

NORTEL



Case Study

Locallife

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Head of UK Franchising,
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The scenario

For directory firms, the ability to contact a large number of prospective customers is critical. This is true for Locallife, an established network of 324 local website directories that provides links and contact details to more than two million UK businesses.

As well as employing more than 85 full-time staff, Locallife takes on franchisees to grow the business in local areas. Franchisees can access a number of centralised Locallife services to help them manage their operations, including web design and support with financial management.

To help franchisees increase their sales, Locallife decided to set up a centralised, outbound call centre at its new offices in Wolverhampton. Working on behalf of franchisees, full-time Locallife agents call local businesses to set up face-to-face meetings. “This is incredibly useful for franchisees, helping them promote our products and services to local businesses more effectively,” says Mark Taylor, Head of UK Franchising at Locallife. “We just needed a reliable, cost-effective communications infrastructure to support the new service.”

The solution

Based on positive experience of working with Midland Telecom, Mark invited the company to recommend an appropriate communications solution. Midland Telecom recommended the Nortel Business Communications Manager 50, based on its resilience, performance and reporting features.



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The new system provides:

- **Flexibility**, allowing agents to log on using a personal ID number from any location in the office
- **Real time performance reporting** for each agent, including how long they spend on the phone and how successful they have been at generating new appointments

The results

The Nortel system was deployed at two large offices in Wolverhampton in December 2007. "The offices had to be completely rewired to support the new system. We achieved this quickly, with good support from Midland," says Mark.

The reporting features now enable Locallife to bill franchisees for contact centre services more effectively. "We charge franchisees for every hour we spend on the phone on their behalf," says Mark. "Using the new system, we can bill them very transparently and deliver the best possible service."

Reporting is also critical for optimising the performance of full-time contact centre agents. "The Nortel system enables us to see who is performing well, and who isn't," says Mark. "Because our employees know the monitoring system is in place, they are far more motivated to achieve the best possible results."

The system has delivered performance and availability that has exceeded the expectations of Locallife managers. "If the system goes down, agents can't work and we instantly start to lose money," Mark adds. "The Nortel solution has proved itself to be very stable and resilient, which is a key benefit for our organisation."

In the immediate future, Locallife is opening a new outbound contact centre for up to 20 direct sales agents in Southend, which will be easily supported by the existing Nortel solution. Locallife also has ambitious growth plans in the USA, planning to employ up to 1,000 people in a new office in Scottsdale, Arizona. "We understand that additional cost savings can be achieved with Voice over IP links between our international locations," says Mark. "That is something we are looking into for the future."

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