

# Reap the rewards of customer contact

Efficiently, effectively and economically



**Rewarding Contact** | Our business philosophy – not just a strapline | Underpinning your business strategy | Crafted to generate revenue, optimise costs, unlock strategic advantage and reduce risk | By experts in all aspects of customer contact | For organisations, their employees and the customers they serve | By us – efficiently, effectively and economically – for you.

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# Where to start?

In today's dynamic customer contact environment, the only constant is change. The customer contact landscape has an overwhelming number of challenges – many of which may be all too familiar and most of which will change over time. The most successful businesses address challenges as they occur – and, to really reap rewards – within the context of a customer contact roadmap that is totally aligned to strategic, longer term goals.

Let ContactPartners help you rise to the challenge. Our singular focus and raison d'être is to make customer contact rewarding – however big or small, however complex or however urgent your challenges may be.

We've worked with over 170 brand leaders in some of today's most complex and competitive industry sectors to overcome specific operational challenges and underpin the bigger 'prizes' of organisational profitability, shareholder value and competitive advantage.

Our impressive track record is demonstrable proof that our strategies and solutions deliver rewards for all stakeholders: our clients and their employees, the customers they serve and our partners. Time and time again.

Last but not least, ContactPartners' Engagement Cycle has been designed to ensure you're happy with our solutions and the way we work. Uniquely, it's also been designed to deliver clear direction and demonstrate value before you incur costs.

*"ContactPartners consistently provides Aviva with invaluable and honest advice and insight across all aspects of multi-channel customer contact strategy and technologies. ContactPartners truly is our tried and tested 'sounding board', in addition to being a frequent source of fresh ideas."*

Warren D'Souza, formerly Aviva



## Elegant solutions

Organisations put their confidence in us for a vast variety of reasons. Some need help formulating multi-channel customer contact strategies, some want to optimise an existing investment, some have a very specific challenge and some don't know what they need. Others require a comprehensive redesign of their customer contact operations. But one thing does remain the same: each and every one knows that our strategies and solutions will deliver rewards and stand the test of time.

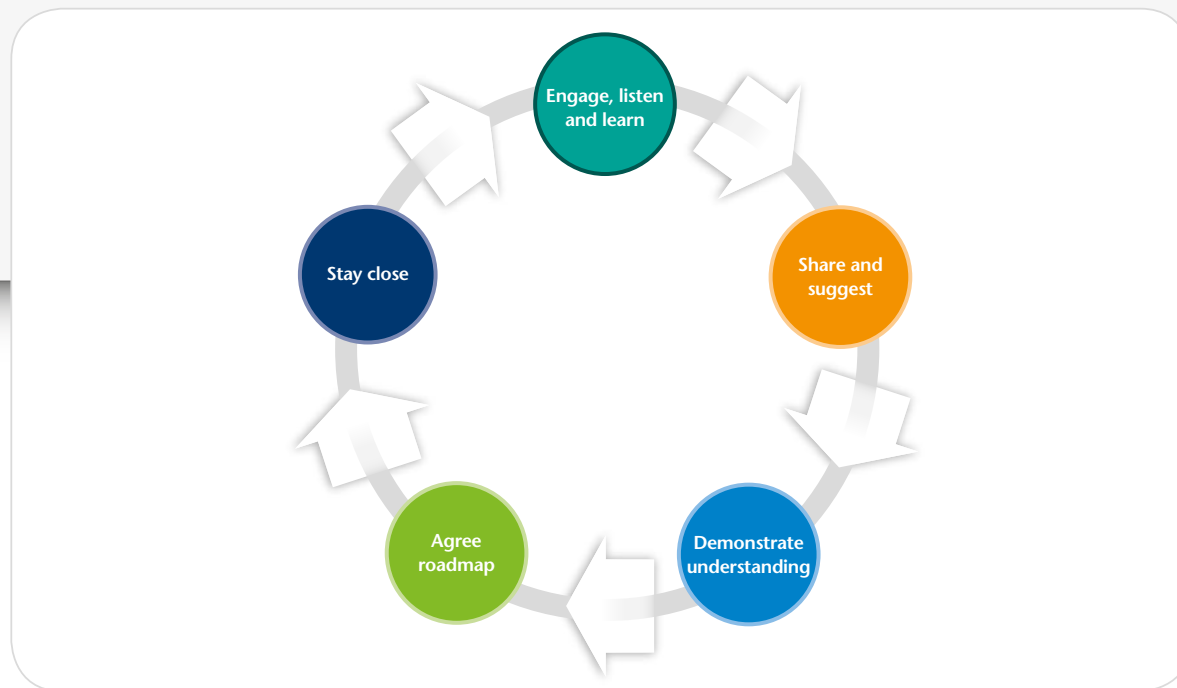
*"ContactPartners quickly got to grips with our complex requirements and helped us identify and implement enhancements to existing capability as well as a brand new call management solution: a powerful combination that delivered rapid and compelling return on investment."*

James Cole, Contact Centre Manager, National Grid Metering

- Delivered over 1,600 corporate deployments of click-through connectivity between the Internet and the contact centre
- Enabled >11,000 staff in >2,000 high street bank branches to make valuable connections with customers – tailored solution delivered in under 5 months
- Rapidly developed and deployed a training and competence auditing solution for a UK bank to mitigate the risk of regulatory non-compliance
- Created a seamless link between the Halifax's website and contact centre = an extra £0.5 million in premium income in <1 year
- Increased customer satisfaction and service level adherence by over 10% and reduced operational costs by 8% for National Grid Metering
- Implemented a game-changing, bespoke customer relationship management system for a leading UK private bank serving a million customers and used by >2,000 staff
- Improved the customer experience and removed barriers to sale for John Lewis Insurance
- Redesigned the 'pre-agent' IVR journey for a telecoms & media giant
- Eliminated calling peaks for Norwich & Peterborough with intelligent queue management technology
- Streamlined savings application process for ING Direct, increasing conversions by 20%
- Delivered an internal communications planning solution for an organisation with > 90,000 employees

# Engage with us

ContactPartners' Engagement Cycle has been designed to ensure you're happy with our solutions and the way we work. Uniquely, it's also been designed to deliver clear direction and demonstrate value before you incur costs.



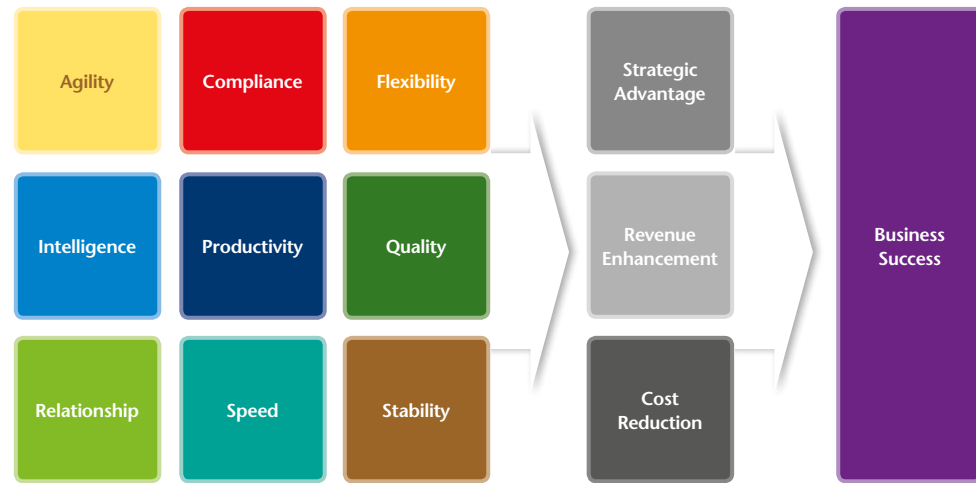
We start by understanding your customer contact requirements and the benefits you aspire to achieve. We then apply specialist intelligence and technological insight and provide you with considered ideas and potential solutions. Often, we'll build a prototype, run a 'proof of concept' or conduct a pilot in a non-critical business area. And, we'll only move forwards to full implementation when you're ready to do so. We'll deliver on time, on budget and in line with your expectations. Last but not least, we'll reinforce our relationship post-implementation by keeping you abreast of emerging technologies and solutions that will help you stay ahead of the game.

*"ContactPartners swiftly grasped the specifics of our requirement and helped us to deliver enhanced customer contact capabilities for our life assurance customers. The team is knowledgeable, reliable and responds quickly at all times."*

Jeremy Thomas, Operations Business Analyst, John Lewis Insurance



# Reaping rewards for clients



*"From the outset they've helped us, not just to implement the technology efficiently, but to use it to improve our commercial performance. Their focus on business opportunity and measurable results is a rare quality – and one we particularly value."*

Simon Wassell, Head of Regulated Telephone Sales, Halifax

At ContactPartners we're committed to business success through bottom line improvements, improved shareholder value and enhanced competitive advantage. We'll help you achieve 'quick wins' at an operational level whilst keeping a keen eye on sustainable business improvements.

Everything we do for our clients has these objectives in mind. Our rewards philosophy, Results Methodology and Engagement Cycle are all built around these goals and are designed to deliver rewards at every stage.

# Our track record

ContactPartners works with leading brands. Innovative and stalwart organisations. Companies everybody has heard of. Major multinational corporations, blue chip organisations and FTSE 100 members. And promising, ambitious companies that people will hear about.

Since 1999, we've helped our clients access innovation without the associated risks. And, time and time again, we've proven our ability to create rewarding, profitable relationships between organisations and their customers. Our clients include:

Age Partnership | Autotrader | Aviva Life Services | BAA | Bank Of Ireland | Belron International Ltd | BMW | Bupa | Citibank International plc | Citroen UK Ltd | Coventry Building Society | Credit Suisse | DFS | Dixons Stores Group | Europcar | First Boston | first direct | Friends Provident | Halifax | John Lewis Insurance | Lloyds Banking Group | National Grid Gas plc | Nestle UK Ltd | Norwich & Peterborough Building Society | Opodo Ltd | RBS | Renault UK Ltd | Sage (UK) Ltd | Sainsbury's Supermarkets Ltd | Simply Health | Ultralase Ltd | Virgin Media | Yorkshire Building Society

*"Since 2007, ContactPartners' customer contact solution has helped us make contact with customers at a time that suits them best and at which there is greater propensity to purchase – meaning that we've cost-effectively enhanced the customer experience and improved conversion rates. Their enthusiasm and dedication to improve our business makes ContactPartners an extremely valuable partner."*

Simon Warhurst, Operations Director, Age Partnership

## About ContactPartners

ContactPartners' singular focus and raison d'être is to make customer contact rewarding. The customer contact strategies and solutions we craft help organisations build long-term, profitable relationships with customers.

Since 1999, we've delivered rapid and compelling ROI. We've helped our clients reap the rewards of customer contact; to generate revenue, optimise costs, unlock strategic advantage and reduce risk.

To date, ContactPartners has worked with over 170 brand leaders in some of today's most challenging and competitive industry sectors. The experience we gain is used to constantly refine our portfolio and knowledge of best practice technologies to help clients ensure profitable relationships with customers and continued organisational success over the longer term.



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