



## Multi-media campaigns on the agent desktop

Key Retirement Solutions are the UK's number one independent equity release specialists providing independent advice on all equity release schemes currently available, backed by an unrivalled knowledge of the equity release market.

Key Retirement Solutions (Key) operates a team of contact centre agents which handles inbound enquiries, run outbound campaigns and manages appointment setting for their specialist field advisors.

### Integrating campaign and contact centre activity

In their drive to improve both internal processes and customer service provision, the company began to look at ways to efficiently integrate campaigns, lead management and general call handling to optimize their agents' times. As Key receives leads from a number of sources, including third party websites, print advertising and other media, a new system would be required to automate lead collation, de-dupe contact details and present the correct information to agents for outbound calling.

### Multimedia queuing and routing

Key's decision to use the **icontact** platform from mplsystems was based around its capacity to handle multimedia queuing and routing and to provide call recording and a call handling interface for agents. The system sits alongside Key's existing telephony and provides additional functionality, whilst integrating with their in house CRM to provide correct and up-to-date customer information to the agents.

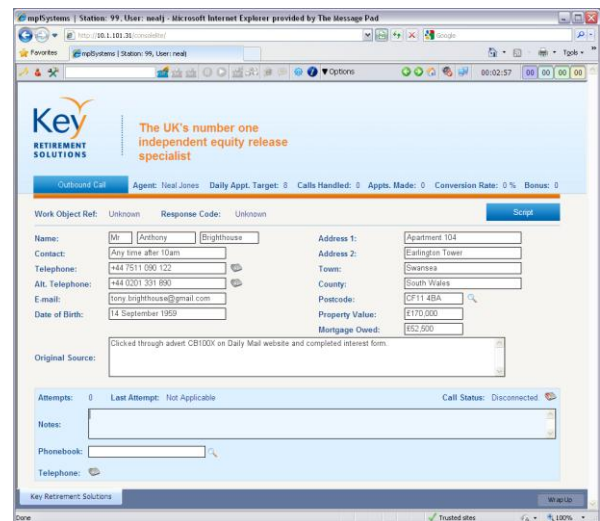
icontact is unique as a contact handling platform as it has been designed to manage and prioritise all mainstream media types in a single universal queue whilst balancing the inbound and outbound workload of the contact centre agents. This fundamental ability to efficiently manage the operations of a contact centre, which handles a mix of media with differing priorities, convinced Key that icontact not only suited their current requirements but would also give them scope to develop in the future.

### Closed loop marketing solution

icontact's user-friendly desktop draws in data from CRM to automate outbound calling and ensure agents can easily provide customers and prospects with relevant information.

icontact has provided Key with a closed loop marketing solution; by recording each agent's sales closing rate for the different types and sources of leads, the system uses this knowledge to allocate future leads based on each agent's skills and results and the integral wallboards allow the contact centre manager to optimize the workload of their specialist field advisors.

Subsequent upgrades to the icontact solution have been initially trialed through mplsystems' Cloud delivery vehicle, **Aurora**, to ensure new processes are thoroughly tested before full deployment into the Key contact centre.



### Business benefits

- Campaign management provides radically increased agent productivity, audit and control improvements
- Greater accuracy of data leading to targeted marketing campaigns and increased lead success
- Integration with online services: customer enquiries received via web in real time leading to faster customer call handling
- Greater visibility of real time call data, allowing managers to identify and resolve operational issues within minutes



*"MPL iContact has allowed Key to really streamline campaign management and maximise agents' time and the support and responsiveness of mplsystems has been fantastic. We are now confident that customers are receiving the best service from us and this is reflected in the continually improving ROI in the media campaigns we run."*

Darren Halliwell, Key Retirement Solutions