

## Customer Success Story -

# How Skills Certified Australia

harnessed 'next generation' call centre technology  
to gain the competitive advantage

Skills Certified Australia helps individuals gain nationally recognised qualifications across a wide range of industries by assessing and converting workplace skills into nationally recognised qualifications. It achieves this through an extensive partner network of registered training organisations (RTOs) using a government initiative called recognition of prior learning (RPL).

We interviewed Mr Scott Bailey, Head of Operations, to reflect on some of the performance and efficiency gains brought about with the implementation of their cloud-based call centre solution – contactSPACE.

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*"If we didn't have  
contactSPACE, we  
wouldn't be where we are  
today, and we wouldn't  
have been able to grow  
so quickly"*

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As Head of Operations, Scott makes sure that the company runs smoothly on a day-to-day basis. With over 7 years' industry experience, and a passion to drive the growth of the business, Scott helps to define what success looks like for the company and he develops and implements the right strategies to achieve it.



(Pictured: Robbie Ayoubi, Scott Bailey and Johnny Jusic)

# Requirements

Skills Certified Australia were looking to implement a "next generation" cloud contact centre solution that could deliver significant efficiency gains.

Desired attributes:

- 100% Cloud Based Call Centre Platform
- Cost-effective
- Easy to implement
- Simple to use
- Scalable
- Easy to integrate with the incumbent CRM
- Automating manual processes
- Facilitates a proactive calling strategy
- Provides real-time visibility

What impact has contactSPACE had on your business?

"If we didn't have contactSPACE we wouldn't be where we are today, most definitely. We wouldn't have been able to grow so quickly. We wouldn't have been able to service our customers at the same level. We wouldn't have been able to track and report our performance at the same level."

*Mr Scott Bailey, Head of Operations and Director.*



# Rapid growth & scalability

The Sydney-based company has enjoyed rapid success over the past 12 months, and as the call centre team grew, the scalability of existing processes came into question - an issue which was anticipated by management from the very outset.

Skills Certified Australia is planning to grow the contact centre in 2017 and they've recently appointed additional senior team members to support the growth of their client base. Gearing up for growth has traditionally included upscaling expensive I.T. infrastructure, however modern cloud based solutions alleviate that requirement.

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*"The risk of losing an opportunity has been reduced"*

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# Purpose-built contact centre solutions

Skills Certified Australia were using *Infusionsoft* CRM alone, which although performed well as a CRM, it wasn't equipped with any tools for contact centre efficiency.

Scott experienced the frustration quite early on, and he points to some of the most obvious limitations of using the CRM for their outbound calls.

Many organisations already use a CRM when they commence their search for a proper contact centre solution, so it's important that a contact centre solution can integrate with it.

Integration with Infusionsoft and many other well-known CRMs is now offered as an out-of-the-box option with contactSPACE and it's a relatively straight forward process.

## Efficiency is the key

Being efficient implies that you're getting the most from your team and your technological investments, with the least amount of wasted time.

Providing the call centre staff with the tools to increase calls per hour is one aspect of the solution, however crucially it's having that real-time visibility across every aspect of the call centre that will drive better decision making and lead to greater productivity.

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*"There was a waste of time and energy in contacting customers, and there was no visibility. We needed to make our agents more efficient."*

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Skills Certified Australia were chasing major improvements in efficiency across their entire business and bringing contactSPACE on board has improved their processes. Deploying and monitoring initiatives is a simple task and the management team are empowered to respond to changes autonomously.

Scott says *"I can now run initiatives from here with minimal support. It has also improved efficiencies with customer management for example - ensuring that they're being called at the right time. Agents no longer have to log in and update the CRM manually, and when your customer volume gets quite big, there is always the potential for human error."*

Seasoned agents are now making more calls per hour, and new agents are reaching peak performance rapidly with the proprietary CallGuides® feature, which arms agents with the best intelligence at the right time to help them navigate any call, no matter their experience with the subject matter.

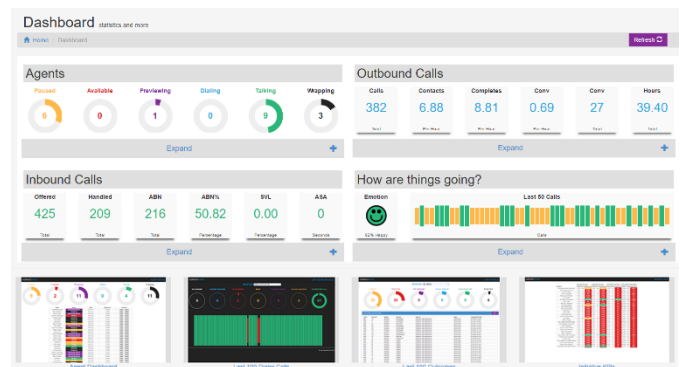
# Gaining the competitive advantage – fast!

Scott described the transformational changes and how it became abundantly clear that they had gained the competitive advantage. *"We like to contact our customers as fast as possible after a lead has been generated, and now when a lead comes through our CRM we can contact that customer immediately, and crucially before anybody else does. Because that data feeds from our web site through to contactSPACE in such a short period of time, we're always going to be at the front of the queue in our customers' eyes because we're their first point of contact. Before contactSPACE, whenever a lead came into the CRM, there was no prompting, so an agent had to manually retrieve that lead before launching a call - not automatically as it does with contactSPACE. The risk of losing an opportunity has now been significantly reduced."*

## Gaining visibility where once there was none

Accurate data was not readily available prior to the implementation of contactSPACE because the incumbent [CRM] system was unable to provide anywhere near the same level of visibility and reporting as does contactSPACE. The benefit of having this new-found visibility

offcourse extends beyond reporting - it empowers management to make timely decisions based on an array of live and stored data which is presented on their dashboards in real time. In fact, Skills Certified Australia have singled out the impressive visibility offered by contactSPACE as one of the main attractions with the contactSPACE solution.



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*"If you wanted to be in control of pretty much everything, then contactSPACE is a good choice."*

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# SaaS solution facilitates accelerated deployment

Scott said that it was an easy decision to implement a contact centre solution, and selecting a cloud-based solution made a whole lot of sense in terms of deployment time, cost as well as future-proofing their call centre. There's no expensive I.T. infrastructure to buy and maintain – it's easy to set up and manage, easy to use and very cost effective. *"You don't have to be a technical person to manipulate and interpret certain things. It's very easy to use and cosmetically very good as well."*

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*"The implementation of the contactSPACE solution was quick, easy and seamless."*

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## About Skills Certified Australia

Skills Certified Australia focuses on delivering a bespoke service to all customers and ensuring that the unique needs of each individual are being met throughout the process. By working with proactive people, who are willing to take the next step to achieve their true potential, Skills

Certified Australia is rapidly establishing itself as Australia's leading provider of Recognition of Prior Learning (RPL).

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## About contactSPACE

contactSPACE is a cloud-based contact centre solution which helps organisations improve the outcomes of their client interactions as well as eliminating the operational complexities which have plagued call centres for decades. The customers' reliance on costly I.T. infrastructure has been eliminated as contactSPACE requires little more than an internet connection and a headset.

contactSPACE has successfully shifted the focus from the technology to the operations of contact centres.

To learn how we can help your organisation, call us on 1300 360 553 and speak with a product specialist.

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