



CASE STUDY

DBS Data Verifi Contact Centre

CHALLENGE

Contact Centres are constantly competing with the digital market with the ever growing rise of online sales. With Contact Centres employing thousands of agents across the industry, the pressure is on to ensure that maximum value is achieved from every seat within the Centre. As more people move online to both purchase goods and receive customer support the loss of human interaction can result in missed revenue opportunities and a drop in customer care. Not offering a suitable service or product to the consumer leads to abandoned baskets. Contact Centres tasked to reconnect with these lost customers may not be able to do so due to the lack of multi contact information. Single point of contact information also means that should a consumer change a contact number or only provide a work address that communication is lost when it is needed most.

The term "cold call" normally means an organisation has had no previous contact and does not have a full picture of the individual they are looking to reach, this can cause issues when an agent tries to promote a service that is neither relevant or timely. By knowing more about the consumer and their profile, agents are able to ensure that the promotions are both relevant and, more importantly, timely.

In the words of one recent contact centre manager that we spoke to:
"Our Nirvana is to understand the characteristics of who we are talking to without having to ask them. We can then tailor the right solution and truly engage with them resulting in increased close rates"

To find out more contact us on 01245 397 570 or email thesalesteam@dbsdata.co.uk



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SOLUTION

By integrating the Verifi Insight and Append solution Contact Centres are able to instantly view Lifestyle data and additional contact channels based on minimal input information such as telephone number, name and/or address. Having lifestyle information including age, income, length of residency and insight (including insurance renewal dates) decisions can be made on how to engage with the customer and route the call to the best effect.

When linking to a digital campaign, entering an email address into Verifi and matching to the DBS Lifebase universe enables agents to produce a full profile with contact information. This is ideal in situations such as retrieving abandoned baskets, enhancing contact form information and improving customer service. With multiple contact sources Verifi gives the agent the best opportunity to engage with the customer on multiple fronts, moving from digital back to the phone thus deploying the agents more effectively.

For inbound and outbound campaigns agents are able to profile consumers offering the right product based on their circumstances without the need for costly complete database profiling. Clearly, this is far more cost effective as you only pay for what you need.

Verifi is delivered as a web service for ease of integration into all customer touch points and ensures that the business does not have to install data locally whilst also reducing the need for maintenance and updates.

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