



success » story

BABCOCK INTERNATIONAL (formerly VT Group) provides multi sector apprenticeships throughout the UK. They operate in a complex sales environment with constantly changing regional focus driven by dynamic targets and differing eligibility criteria dependent upon the training product and the region selected.

mplSystems' challenge was to convert this sophistication into an easy-to-use interface for Babcock's sales agents, allowing them to focus on the customers' individual needs whilst automatically ensuring they are targeting the most relevant customer sectors.

The resulting platform has given Babcock complete control of contact centre activity, vastly improved management information and a "centralised" database which is constantly updated and evolving. In addition, the intuitive data entry scripts ensure comprehensive validation, eliminating errors and inefficiencies.

Main Menu - Region Selector - Leads Damian Bennier / 23 October 2009

Leads

South West		% of Leads Achieved	Leads still needed to meet allocation	HOSPITALITY					
Devon & Cornwall	Somerset			Apprentice	Advanced Apprentice	Adult Apprentices Level 2	Adult Apprentices Level 3	Train to Gain Level 2	LEADS NEEDED
26	10	62%	33					2	
BDP	10			N	N				6
West of England	20								4
Wilts & Swindon	8			N	N				17
Gloucestershire	14								3
									1

Open - Leads are required. Open to ALL employees.
National Clients - Leads are required. Open to NATIONAL CLIENTS ONLY.
Prereq - Candidate Leads generated have achieved 80% of the course requirement this month.
Def - Stop Marketing: 80% of leads required has been achieved. Access to records and qualifications under this area/sector has been removed. Access is granted when a call back has been arranged however no additional Level 2 records can be assigned.
Disabled - This target has been disabled by a supervisor.

REACTION

Simon Barber, Contact Centre Manager of Babcock International, comments: *"We have been delighted with the mplSystems solution which has significantly improved our sales conversion ratio by enabling my team to focus on the customer and not on managing the data."*

Paul White, CEO of mplSystems adds *"Creating truly world class CTI enabled applications quickly is the core of our intelligentContact proposition; the Babcock solution is a fantastic example of real ROI delivered in record time."*

BACKGROUND

Babcock is the UK's leading engineering support services organisations. Services include managing assets and infrastructure, delivering, projects and programmes and integrating engineering expertise all delivered by 27,000 skilled staff working on key public services, both in the UK and overseas.

BENEFITS

- » Full CTI infrastructure for rapid call handling with integrated voice recording and call quality monitoring
- » Real-time "Business" dashboards for every agent and supervisor – enabling agents to focus on the customer rather than managing the database
- » Comprehensive Leads Database automatically updated and maintained.