



## Integrated sales contact centre solution

**Babcock International Group (Babcock) is the UK's leading engineering support services company.** Its Education & Training business provides government-funded apprenticeship and technical training to a range of sectors across the UK. Their contact centre operates in a complex sales environment with constantly changing sector and regional targets and differing eligibility criteria dependent. Until recently, the process of generating new leads was a heavily manual one, reliant on spread sheets and leading to inefficiencies in agent time.

### Creating the agent desktop

**mplsystems'** challenge was to convert the complexity of Babcock's campaign requirement into a simple interface for Babcock's contact centre agents. The resulting platform manages both the campaign data and lead generation process by focussing agents on specific industry sectors and regions, according to constantly changing targets. The system enables the agents to concentrate on sector requirements and interacting with employers instead of managing data; the benefit has been significant increases in calling efficiency.

### Integration and automation

This solution is provided through **mplsystems'** intelligentContact platform, which provides call handling applications, contact centre technology and customer experience software. The Babcock solution also utilises call recording and service quality monitoring and automatically scores calls. The system includes sophisticated reporting capabilities and wall boards. This visibility offers agent motivation as they can immediately see how the campaign is

progressing and what their impact is on achieving targets, without having to ask managers. In addition, the reporting tools allow managers to control and manage growth of leads across the different regions and industry sectors.

### Innovation in the Contact Centre

As a result of the success of the original contact centre solution, Babcock chose to implement a new system with **mplsystems**, BAS (Babcock AVOL System), to give them flexibility and control in another area of their business.

*"We wanted a system which could adapt to what we needed as opposed to us adapting to what the system provides. We had a good idea of what we wanted, but where **mplsystems** really helped us was by saying 'you can also do this' which, from a technology perspective, were things we were not even aware would be possible in our business",* said Simon Barber, Operations Manager for the Contact Centre at Babcock International Group.

BAS links directly to the Government's Apprenticeship Vacancies On Line database and allows Babcock to raise and advertise new vacancies on behalf of employers and help them find the right apprentices for these roles. As this is a major growth area for Babcock, they were keen to find a way to automate processes and manage data in order that they could increase the time agents spend interacting with employers and apprentices without having to take on new heads. The automation between databases and call handling allows Babcock to manage the huge number of vacancies and applications and enables agents to focus on interacting with the customer and provide a better service.

Main Menu » Region Selector » Leads Damian Benner

Leads

Sector by Area Leads

South West	% of Leads Achieved	Leads still needed to meet allocation	HOSPITALITY					LEADS NEEDED
			Apprentice	Advanced Apprentice	Adult Apprentice Level 2	Adult Apprentice Level 3	Train-to-Gain Level 2	
Devon & Cornwall	100	100						100
Somerset	100		N	N				100
BDP	100							100
West of England	100							100
Wilts & Swindon	100		N	N				100
Gloucestershire	100				N			100

G Green - Leads are required. Open to ALL employers.
 N National Clients - Leads are required. Open to NATIONAL CLIENTS ONLY.
 A Amber - Caution! Leads generated have achieved 80% of the current requirement this month.
 R Red - Stop Marketing. 100% of leads required has been achieved. Access to records and qualifications under this area/sector has been removed. Access is granted where a call-back has been arranged however no additional Level 2 records can be submitted.
 D Disabled - This target has been disabled by a supervisor.

### Key operational benefits

- ✓ Gives greater flexibility and control of campaign activity
- ✓ Agents spend more time on developing client relationships rather than managing data
- ✓ Real time wallboard information gives more accountability to agents and greater visibility of their performance
- ✓ Vacancy and contacts database is automatically updated and maintained minimising errors and duplications.



**"As a result of the new system, our success rate has increased by 30-40% due to the automation which enables our agents to spend more time with employees and candidates."**

Simon Barber, Operations Manager, Contact Centre, Babcock International Group