

News Update

Issue 24: April 2007

When QUALITY Matters

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For a call centre to deliver against client objectives it requires

skilled agents who are trained to effectively communicate and are knowledgeable about and confident with the company and the subjects they are representing. Research shows that consumers rate Automation as least important and empathy and advocacy as of highest importance. Successful agents are trained to:

- Be knowledgeable and informed
- Speak clearly
- Be patient – and willing to spend the time needed to fully resolve any issues
- Take responsibility and understand situations
- Be friendly and courteous
- Be professional at all times
- Minimize on hold time

When choosing a contact centre to complement your own marketing activities, consider listening to a few call recordings to be sure that quality matters to your contact centre of choice as much as it does to you.

New Article

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DDC and 'The Big One'

Here at DDC Outsourcing Solutions we were delighted at having been selected as one of the contact centres to handle calls to this year's Red Nose Day '07 "The Big One" Donation Line.

Over 120 staff, family and friends all volunteered to help take calls throughout a live seven-hour TV extravaganza hosted by Jonathan Ross, Lenny Henry, Graham Norton, Russell Brand, Davina McCall, Chris Evans, Fearné Cotton, Harry Hill and Kate Thornton. Over £65 million was raised for Red Nose Day '05, and this year the team hopes that their help made Comic Relief go even bigger.



To keep everyone's energy going through a hectic night, the organising team set up games, and raffles. "Everyone here was really excited about helping out for Red Nose Day '07," says DDC OS' managing director Colin Gray. "It means a lot to us to be able to put our experience in running a call centre to use for such a good cause. We had masses of fun on the

night. We are also very grateful to the many local businesses who donated prizes or supplies for the night – they all helped to make the event a big success."



On the support from call centres, Jan Brown, Comic Relief's campaign logistics officer said: "DDC Outsourcing Solutions was one of a big team of call centres taking donations and we'd like to say a massive thank you to all the staff that gave up their Friday night to Comic Relief. We also want to thank BT which again provided the infrastructure behind the record-breaking telephony system."

During the night we managed over 5200 inbound calls, collecting over £138,000 worth of donations which were entered directly into Comic Relief's online web application. We took one donation of £10,000 and one of £5,000. The smallest donation was £2.00 – 6 year old Barney's weekly pocket money!

And having had enormous fun, the cheer which rang out as the last call closed at 2am was as only from sheer delight at such as success – and definitely not exhaustion!!

Staff Profile

Laura Morrison, Head of New Business, joined the team at DDC OS in June 2006. Coming from a background in direct marketing and contact centre services she is another asset to our experienced team. Laura has over 20 years sales experience and 10 years direct marketing experience (not consecutively she adds!) and has experience across all sectors.

"The past six months have provided me with a thrilling challenge" says Laura. "I love people

and the environment which encompasses DDC. I feel especially comfortable with their corporate values of Loyalty, Integrity, Teamwork and Enjoyment which have come to the fore in every project we have delivered.

With 2 small children, there is little time for hobbies, but the family enjoy exploring the Suffolk countryside with Angus the Labrador. "And putting my feet up with a good book and a nice glass of red"!



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Case Study: Age Concern England



Outsourcing is often seen as the preserve of large corporations and comes with a mixed reputation, sometimes creating more problems than it solves. However, charitable organisations are increasingly turning to outsourcing to make better use of resources and provide high standards of service to their supporters. An example is Age Concern England, the UK's largest charity working with and for older people.

To support its work, Age Concern England runs between 15 and 20 fundraising campaigns a year, raising in excess of £4 million. Campaigns can vary significantly in size and duration, from mailings of a couple of thousand to existing supporters to cold mailings to potential new donors involving lists of over one million names. As with all charitable organisations, Age Concern England (ACE) needs to ensure responses are handled promptly and professionally, without absorbing large amounts of resource.

For ACE, the solution has been to outsource response handling to specialists DDC Outsourcing Solutions. Gail Briedis, ACE's supporter services manager, explains the rationale behind the decision:

"Fundraising campaigns are all about building relationships and we need to ensure that we acknowledge responses and requests from supporters quickly. At the same time, the process of banking the funds and keeping Gift Aid records has to run smoothly and efficiently. To handle these requirements internally would just be too much of a drain on resources, especially as there are peaks and troughs in campaign activity. Outsourcing to a specialist organisation makes sense – provided the quality of the service is right."

Age Concern England's relationship with DDC Outsourcing Solutions began four years ago, following a tender process.

The brief for the service was to handle all campaign responses, ensuring that they are captured and thanked within 72 hours of receipt. However, the personnel at ACE also knew that success would rely on more than just meeting the process targets.

To meet ACE's requirements, DDC OS' in-house IT department designed and built a customised system for response handling, which includes scanning each response and sending out the acknowledgements and any other information that has been requested. The system also processes goneaways and surveys, allowing ACE to build up detailed supporter profiles. DDC OS now manages over 300,000 responses for ACE every year.

All the donations are handled in a secure area, which has a coded entry system and CCTV monitoring. Staff in this area are able to process cash, cheques, postal orders, direct debits, standing orders, credit card and CAF vouchers. Funds are banked on a weekly basis and more frequently during the initial phases of a campaign.

The response forms are scanned electronically using equipment that can process over 1,000 documents an hour. The images are quality checked by an operator and then stored on CD in a secure area. Scanning each response provides an important advantage for complying with Gift Aid requirements. Because each response is captured as an electronic image, ACE can easily provide a comprehensive audit trail or details of individual donations if required without having to search through thousands of documents. The paper originals of donation responses are archived in boxes and sent on to ACE, while non-donation survey responses are stored for six months before being securely destroyed.

"Capturing the Gift Aid information is legally hugely important for us," Gail says. "Beyond that, I also have the advantage of knowing that the people at DDC OS understand our operation and are able to respond quickly to any changes or new requirements. That flexibility is vital and is one of the factors that makes this outsourcing arrangement so successful."



Case Study

Mission, Vision, Values

The management and employees at DDC have recently spent time focusing on our future strategies, which include developing our Mission, Vision & Values. This has been undertaken using a consultative approach, involving members of staff from all levels and departments.

We feel that our results reflect the ethos of the company as a whole and the employees especially and therefore we are delighted to launch our:

Mission:

We pride ourselves in relieving our clients' business headaches and exceeding expectations

Vision:

1st Choice for clients and employees

Values:

Excellence; Integrity; Loyalty; Enjoyment; Teamwork

So what do you think? Can you feel our passion?

Would we be your number 1 choice?

Please email your comments to enquiries@ddcos.com



INVESTOR IN PEOPLE

DDC OS Announces It's Commitment to **ISO9000**

Although DDC are all ready committed to quality, and have robust procedures in place, to date we have not sought to be accredited with ISO9000.

But with the ever growing demand for this final stamp of approval, DDC have now taken the necessary steps down the path of formalisation.

Watch out for more news over the coming months.

A New Starter...

Baby **Amelia Kay Berry**, born on 20th November 2006 at 10.35 weighing 7lb 5oz. Daughter to Daddy **Andy**, Head of IT and niece to **Uncle Matt**, IT support.

...and a New Start

ish – but it makes good copy! 2 of our Karens are sharing vows with their partners; **Karen James**, one of our document handling specialists, is renewing her vows with her husband, **Spencer**, after 15 years of marriage and 2 children, Jodie and Jack.

Karen Fox, Account Manager, married her partner of xx years Dean on 14th April. She had her 2 daughters **Tamara** and **Amber** in attendance for their quiet family ceremony at The George, in Stamford. They left for Venice on the Sunday for a week amongst the canals and gondola's.

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