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Taking part for the first time, ***Waverley TBS*** *had 90 volunteers on duty at its call centre in Gateshead, including eight who had driven from Edinburgh. Calls totalled 2,095, resulting in donations of £76,000. In addition, other sites across the company held their own fundraising events. Jackie Trousdale, communications manager, said: "Would we do it again? You bet we would!"* ***Pictured*** *– the call centre in action*

Hell's Business File *call centre, Reading, which has handled Comic Relief calls since 1993, had 110 volunteers on duty. They took 2,500 calls, resulting in donations worth nearly £82,000. The highest single pledge was for £1,000 and the most distant came from Vietnam. And the oldest donor – as far as can be established – was from a man of 92 who donated £10. During the evening the volunteers were served drinks by 3rd Tilehurst Brownies. Across Hell's UK offices, staff raised a further £2,800 with events such as "pin the red nose on the manager" (including Business File's call centre manager, Paul Crowe), cream cracker eating contest and head shaving.* ***Pictured*** *– all in red: some of the team*

Competitions at ***Yorkshire Water*** *and its call centre company,* ***Loop Customer Management****, raised more than £3,000. They included best dressed pod, an alternative raffle, a prize for the highest donation taken and a "bush tucker trial" which required contestants to eat delicacies such as baked tarantula, chocolate covered ants, kidney curry and hot chillies. Taking part for the fourth time, the two companies fielded 182 volunteers who took 2,830 calls, resulting in £88,059 in donations, including one of £2,000. Loop's head of customer service, Zoë Mason, said: "This was another very successful evening for all the volunteers.... The credit crunch didn't seem to affect people's generosity."* ***Pictured*** *– red noses (clockwise from top left): Chris Wiles, planning manager, Damien Barry, team manager, Nicola Thompson, marketing manager, and Mandy Oddy, contact centre manager, all at Loop; Alan Harrison, director of IT, Yorkshire Water; bush tucker contestants (from left): Jonathan Harding, head of billing and income, Loop, Paul Hodgson, telephony analyst, Yorkshire Water, Damien Barry, team manager, Loop, and James Lockwood, infrastructure manager, Yorkshire Water.*

Making your outbound activities more productive

by Aspect

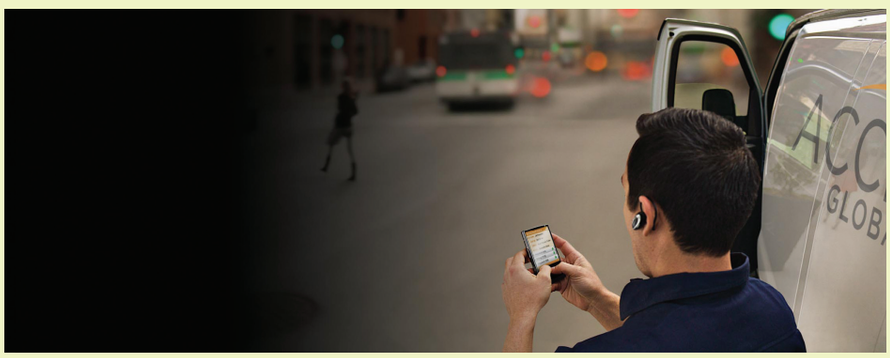
WITH the downturn biting, companies need to squeeze every ounce of benefit from their outbound calling activities – whether it's calling prospects, collecting debts, or warm calling existing customers.

It's no wonder that outbound contact centre technology sales are booming as companies search for advanced capabilities to reach their audiences at the right time and make those contacts as profitable as possible.

Aspect offers outbound capabilities as part of a number of Unified Communications (UC) Applications for the Contact Centre, including:

Blended Interaction is a UC application for the contact centre that provides inbound, outbound, self-service and workforce optimisation capabilities. By eliminating complex integration and providing common management, reporting and administration, Blended Interaction provides greater visibility, control and staffing efficiency in multichannel contact centres to help enhance customer satisfaction and improve business results.

Streamlined Collections is a UC application for the contact centre that automates early stage contact and enables expert agent engagement for a more effective delinquent account targeting strategy that delivers more promises to pay faster, lower servicing costs and write-offs, and improved collections results.



These applications help companies target operational objectives with specific software capabilities and are supported by the Aspect Unified IP platform product. Key features of Aspect Unified IP include:

- Multiple dialling options, including automatic, predictive, precision, preview and blaster
- Advanced pacing algorithms
- Flexible campaign and call list management (including do not call list management, time zone management, external table dialling and dynamic filtering)
- Transfer speeds that enable regulatory compliance
- Outbound speech-enabled voice portal for automated contact, virtual agents, emergency messaging and proactive customer service

When used together with appropriate UC applications for the contact centre, Aspect Unified IP helps companies maximise revenue opportunities, lower the incidence of data entry errors, enhance security, comply with regulatory requirements, and deliver a wide range of capabilities to empower agents and speed response times,

According to Datamonitor's 2009 report, The Market Share Insight: The Contact Center Universe, Aspect has a 29 per cent share of the global outbound contact centre market.

- For a free white paper, Integrated vs. Unified: Putting the Pieces Together, please email marketing.uk@aspect.com with "Integrated vs. Unified White Paper CCE in the subject line