

## Newspaper publisher takes to the cloud

JOHNSTON Press, which publishes 271 local newspapers, has signed a deal to use cloud-based software for 500 agents who handle advertising sales calls.

The service is provided by an American company, inContact, which has just opened a London office to supply the UK and Europe.

Its system routes calls through the company's own network which, it says, eliminates static and improves voice delay problems common with providers without local infrastructure.

Johnston Press, says inContact, will benefit from inbound call routing, outbound dialling, customer survey and eLearning. And it will also allow the company to modify agent training and processes based on customer feedback.

inContact says its services allow call centres of any size to keep costs down because agent seats are priced at a rate per month and only for the services needed.

It says its software can be easily overlaid, with no extra cost, on existing IT systems to offer IVR, ACD, CTI and predictive and blended dialling.

Managers can listen to, record, playback and analyse calls and calls can be catalogued and tracked by enquiry type.

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# Big housing association starts hiring for new call centre

RECRUITMENT has started for a 130-strong call centre set to be opened in May by a big housing association.

Home Group, which manages 52,000 homes throughout the UK, has taken 11,300 sq ft at Quorum Business Park, Longbenton, 10 minutes from Newcastle.

It joins a number of other companies, including Tesco Bank, which has just opened a call centre in a nearby building (see Call Centre Europe, page 7, issue No. 89).

Home Group said that Quorum won a fiercely-contested UK-wide pitch against other business parks due to its excellent transport links and its close proximity to a large number of Home Group's customers and clients.

The park's amenities include a nursery, shops, sports club and barbecue facilities.

Home Group's chief executive, Mark Henderson, said: "I'm very excited about this project and delighted to be able to announce these new jobs.

"We're looking for personalities with a real can-do attitude, people who customers and clients can truly rely on and who enjoy delivering brilliant service at all times.

"Home Group has a proud history in Newcastle – we were established back in 1935 as a part of the government response to the deprivation which prompted the Jarrow march.

"We know our customers and clients rightly expect the very highest levels of service. I'm confident our new centre will help us to provide an outrageously brilliant service and make a real contribution to the local community.

Home Group has 300 staff at its HQ on Gosforth Business Park, Newcastle, and a further 4,000



**On site:** Home Group has taken the top floor of building Q15 on Quorum Business Park, near Newcastle. Pictured – Fergus Trim (left), Quorum's development director, and the chief executive of Home Group, Mark Henderson

across the UK. Its annual turnover is more than £310m and plans to build 10,000 homes across the UK in the next five years.

### News Briefs

#### ACTING UP

RSVP, a London-based outsourcer which only employs actors, says it is taking another floor to double its capacity with 230 more positions.

The company also acts as a theatrical agent and, through an intranet, informs staff of available acting roles; they can then fax CVs for auditions.

#### AVOID A FINE

"Person detection" is said to meet Ofcom regulations about silent calls – and avoid penalties which have been raised to a maximum of £2m. Adepra says its new system detects answering machines and ensures that there are no false positives.

It points out that the new rules mean that companies must assume that a percentage of answering machine detections are false positives and must be calculated as abandoned calls, adding to the three per cent

threshold for abandoned (silent) calls.

Adepra said many call centres switched off answering machine detection to hit contact rates:

"Delivering every connection to an agent not only reduces productivity, but also acts as a demotivating factor when using highly skilled call centre staff to listen to answer machines to ensure they are not false positives."

Its product replaced this human monitoring so the dialler can continue to make contact attempts.

#### NEW FEATURE

Interalia has added a feature called Message Manager to its on-hold system, XMU+. It includes software and a binaural headset with microphone. The company says that even non-technical staff can easily record, delete, play and load messages from their desktops.

## Isolated from your customers? A must-read message from OAISYS.



Call centres know that regular monitoring, evaluation and management of agent interactions can have an immensely positive impact on customer service. However, a call recording and management software solution must provide more than just simple call capture capabilities to deliver maximum value. Learn what else to look for and how OAISYS addresses those concerns.

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