



## Customer story.

Hastings Direct

## Technologies.

Contact Centres (Avaya, Callmedia),  
Support Services

# Hastings Direct 'insure' compliance and customer satisfaction with a single, integrated contact centre solution.

## Challenge.

Hastings Direct is one of the UK's leading insurance brokers. Its business success has seen an increase in its headcount by 50% over the last year to meet customer demand, but this created significant pressure in the existing call centre.

Hastings took the decision to procure a new contact centre solution, with three key objectives: to gain a single, integrated platform for the business, to increase compliance controls and to improve customer experience and satisfaction.

James Fairhurst, Director of Information Systems and Services for Hastings Direct explains: "The key consideration was to go with one supplier who could deliver the entire solution end-to-end. We had a mish-mash of different platforms built up over many years. But we wanted one integrated platform that encompassed the whole solution with call recording, central PABX functionality and all the surrounding aspects, along with all the required compliance and regulatory control. Maintel really stood out for us and actually brought that into play."

## Solution.

Hastings awarded Maintel the contract to deliver a new contact centre solution. The £2 million, three year contract is based on an Avaya platform, delivered via Maintel's application development and integration capabilities. Maintel are supporting the solution via an ongoing managed service.

Fairhurst said: "We chose Maintel for this project as we actively wanted to work with a long-term strategic partner who could support us on our journey, rather than with a supplier who just turns up, configures a load of tin, and walks away leaving us to manage and maintain it ourselves."

Hastings Direct was able to achieve their business goals through the delivery and management of an innovative and scalable contact centre solution, designed to meet a clear business case.

Fairhurst remarks: "We found Maintel's approach very refreshing in the sense that they came to us looking to form a real partnership. They were very professional; they engaged well to help us build the Return on Investment (ROI) models that were submitted to our board. They've also brought an extra dimension of consultancy and insight which gave us comfort and security that the project would deliver."

## Benefits.

**Single integrated platform:** The Avaya platform built and integrated by Maintel uses Callmedia CTI (computer telephony integration) which allows Hastings to integrate its contact centre with other line of business applications. This ensures agents can always gain a full picture of their customer, no matter where the information resides.

**Increased compliance controls:** The quality management and auditing capability of the solution has meant Hastings can now meet its PCI-DSS requirements (regulation that impacts any firm that stores customer financial data). The improved capacity and capability also means Hastings can effectively monitor quality and compliance across the whole business with 50% less management overhead, making direct bottom line savings.

**Improved customer experience and satisfaction:** The unique 'Callmedia Desktop Toolbar' application built by Maintel Innovations gives the agent an intuitive experience when using the solution for inbound, as well as blended multi-media and outbound dialler operations. Since January 2011, Hastings has already seen reductions of up to 30 seconds on the average call handling time.



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James Fairhurst, Director of Information Systems and Services, Hastings Direct