

Swift Research

CASE STUDY: MARKET RESEARCH



The Need

To improve the flexibility, capacity and cost management of Swift's communication and implement additional voice features

The Solution

Provision of a fully managed, feature rich CallPort VoIP solution

Situations and challenges

Wetherby based Swift Research is one of the UK's leading independent market research organisations. Most businesses can expect to experience a high number of incoming and outgoing calls, but in the case of Swift, which carries out market research for a variety of companies, calls are a central part of its business.

Nick Mellor is Technical Operations Director and is responsible for all matters regarding technology, including phone services. Swift Research already received their voice service through 8el. Said Nick, "We've been with 8el for several years now and I've been extremely pleased with the level of service they provide. With 8el, we just have one point of contact for all our telecom services."

However, with the incumbent network reaching the limit of its capacity for voice and data, Swift were looking to upgrade their communications network.

8el's Solution

Nick wanted to improve the flexibility and range of call related services that could be incorporated into the company's operations.

Swift made the decision to investigate a 'business-grade' VoIP service from 8el.

The move to VoIP has enabled the company to potentially reduce its call costs and increase its insufficient network capacity without involving major investment. In addition, it offered Swift the flexibility to add more sophisticated services.

8el's CallPort VoIP service is based on IP Centrex technology and is provided as a managed service. CallPort operates via an intuitive web-based interface that the end user can use to administer services.

"Switching to 8el VoIP was a big step for us, but it has enabled us to increase capacity without a big investment and at the same time, has given us the potential to add more services and reduce our annual call costs. We made the right move."

Nick Mellor

TECHNICAL OPERATIONS DIRECTOR
SWIFT RESEARCH

Swift Research

Wetherby based Swift is one of the UK's leading independent market research companies. Established in 1985, it provides a full complement of qualitative and quantitative techniques. A wide range of facilities include a 65-station telephone call centre with Computer Assisted Telephone Interviewing (CATI), staffed by interviewers who are making market research calls all the time.

Flexible services

8el was able to offer Swift not only IP telephony, but more intuitive call recording and other services, such as remote 'listening in' (a technique often used for training or quality control purposes).

In particular, Swift wanted to see if there was a way to improve call recording, which is an integral part of most market research firms' methodology. Said Nick, *"Previously, we had to record calls, using an MP3 player attached to the phone, then download the content to a computer, then transfer it to CD. It was very time-consuming."*

CallPort enables the end user to activate tools such as call recording via the browser interface with just a couple of keyboard strokes. Says Nick, *"The functionality is fantastic and it is going to save us time and money. Users just log into the browser and it all happens automatically. This also means there is no room for human error."*

Capacity and cost

Potential cost savings and the ability to increase the capacity of the network were other drivers for Swift to choose VoIP. *"With 8el's CallPort, our local and national calls are free. It also doubled our telecoms capacity at*

the same time and it is future proof; 8el can increase our capacity as we continue to grow. Before we started working with 8el, our voice and data capacity was at its limit."

8el rolled out its CallPort VoIP service across approximately 120 desktops within Swift Research during the summer of 2007, including the call centre as well as other employees in another building next-door.

The system is now fully bedded in and operational. The next step for Nick is to look at how further cost savings can be achieved. *"We still have a number of BT lines as back-up, but I want to work with 8el to see how we can reduce these further."*

Results

So was the move to VoIP worth it? Concludes Nick, *"Switching to 8el VoIP was a big step for us, but it has enabled us to increase capacity without a big investment and at the same time, has given us the potential to add more services and reduce our annual call costs. We made the right move."*