



Media Release

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Call Centre Services Australia adds to its Sydney customer contact centre, with a state of the art Fujitsu EPICCentre system upgrade and an expansion of network services

Sydney – 1 March 2008 - Call Centre Services [CCS], a growing Sydney full service outsource telephone customer contact centre has extensively upgraded its telephone capacity, routing and management technology with the upgrade of its state of the art Fujitsu EPICCentre. EPICCentre, a comprehensive multimedia system designed to control and monitor the interaction, distribution and handling activities of the contact centre, will see Call Centre Services [CCS] significantly enhance its technology in support of Australian live agent services, for its growing client base.

The EPICCenter support for VoIP, CRM, workforce management, call recording systems, information retrieval from databases, email messaging and web interaction, provides the management and agent team at CCS with all the tools they need to provide outstanding customer service. At the agent level the system provides all the necessary information regarding incoming call type and caller, presented prior to it being answered by the specialist agent teams. At the management level, the technology significantly improves agent productivity, including the instant allocation of additional agent members or teams to handle sudden call spikes, or changes in routing based on agents' skills to be performed in real time by the Supervisors. Speed to answer calls and speed to deal with calls is greatly improved.

The advanced features of the system, such as EPICWeb [allowing a multi media centre for web chat, VoIP, push and pull technology support, simultaneous browsing] Campaigning [integrated inbound & outbound campaigns] SMS and EPICemail [routing SMS messages and emails to agents, as calls] is available as required by individual client applications and service needs.

The existing Call Centre Services - Australia consultant services for Lead Management, Registrations, Ticket Sales, Direct Response Sales, Help Desk services, and customer Information and Fulfillment services, will be streamlined and enhanced by the improved technology support. Clients will still be able to choose to use either a CCS designed Filemaker Pro relational database or their own web interface to handle and process the customer contacts. The outstanding telephone service levels, whereby up to 70% of all callers are answered by a live agent within 30 seconds of calling, will also be maintained and in many situations further improved.

In concert with the installation of the new systems, CCS has also chosen to increase and upgrade all its Inbound, Outbound, 1800, 1300, 13, 0800 [NZ] telephone capacities and web connections with the AAPT network.

CCS has significantly increased ISDN capacity and with the AAPT national fiber optic network running past the CCS Sydney contact centre building at Manly Vale, in Sydney's Northern Beaches. This allows CCS to hook directly into the AAPT national network and connect directly into the main Sydney exchange. In addition to access to a secure and modern network, AAPT have also been able to provide CCS and CCS clients with outstanding local, STD, mobile and International rates. Significantly less than the equivalent volume discounted Telstra rates.

A redundancy and disaster recovery facility completes the totally professional outsource contact centre solution provided by Call Centre Services - Australia
CCS maintain a contract with a separate Disaster Recovery Call Centre [the Alphawest centre]. This is a substantial back up call centre facility in Lane Cove, Sydney, approximately 25 kilometers from the CCS Manly Vale site. Alphawest maintain for CCS, a mirror number of work stations, phone capacities and technologies - to which CCS can divert client numbers to and transport CCS agent teams to, in an emergency. The escalation process can be initiated within 15 minutes of an outage or major emergency.

Chris Payne, Director of Client Services commented "CCS works hard to become one with our clients and to react to their needs and those of their callers, in a flexible and totally transparent manner. We are partners with our clients in delivering service and we wish to share any advantage, be it advances in technology or a better deal on rates, that we can achieve for them. As carrier charges and staff costs are the major overheads in a call centre, our bulk buying through AAPT and with the new technology improving agent productivity , we can share the savings with our clients" Payne said. "We see the AAPT and EPICCentre upgrades as a part of our continuous improvement, providing a win, win for both CCS and our clients."

Call Centre Services was founded by Chris Payne and Nigel Metcalf in 1999 as a telemarketing and customer service bureau. Based in Sydney, the privately owned company has grown organically with a closely controlled number of long-term clients, supplemented by short-term ongoing project work. It has the capacity to handle up to 16,200 inbound service calls an hour. All of CCS's workstations are fully computerised, use integrated telephone and database systems, support broadband, cable and digital communications, are fully redundant and can connect directly to clients through virtual private networks, modems or routers. The company takes pride in that over 75 per cent of calls to its centre are answered by a consultant without being placed on hold and that its staff turnover is less than ten per cent a year - both figures are very rare in the contact centre industry. It has clients in Australia and New Zealand, including:- The Australian Rugby Union, Austrade, Connector Motorways [Lane Cove Tunnel], Westmead Children's Hospital, The Australian Institute of Mathematics, Infobreak, Refund Home Loans, New Zealand Winegrowers, the British High Commission – Canberra, the United States Consulate General.

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