



Crystal Legal

Claims Management Company
Doubles in Size Every Year



crystal
legal services



Hostcomm
Business VoIP Solutions

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About the Author



Chris Key, CEO, Hostcomm

Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Claims management company doubles in size every year

With the support of the hostcomm contactpro predictive dialler

In 2009, start-up company Crystal Legal Services (CLS) needed to implement an efficient, cost-effective process for contacting potential clients about payment protection insurance (PPI).



It chose the Hostcomm ContactPro automated predictive dialler to support call centre agents in making high volumes of calls. As a result, the business today reaches around 53,000 potential customers a month and has doubled its employee numbers each year for five years.

Goals

- ✓ Increase contact rates for telesales activity
- ✓ Increase revenue from telesales activity
- ✓ Comply with Ofcom and other regulations
- ✓ Support national fundraisers such as Comic Relief and Sport Relief
- ✓ Grow the business

Hostcomm Services

- ⊕ Multi-channel contact centre solution
- ⊕ ContactPro predictive dialler
- ⊕ Call recording
- ⊕ SIP trunk providing 30 VoIP lines

About Crystal Legal

- ✓ Dedicated claims management company that helps customers win compensation
- ✓ Employs circa: 100 members of staff including managers, agents and trained advisors

 www.crystallegal.com

Business works hard to win compensation for customers

UK claims management organisation Crystal Legal Services represents consumers and the public in bringing claims against other parties. Its principle activity is PPI reclaim, helping customers to win back the insurance on loans, credit cards and mortgages which was sold to them inappropriately.

Crystal Legal Services' team uses a number of channels to find and engage clients, and then goes head-to-head with the banks on behalf of those clients. Today, the business employs around 100 staff, including 55 highly trained call centre agents who are committed to helping customers get back the money they deserve.

Tony Shields, Managing Director of Crystal Legal Services, set up the business in 2009. Working to a tight budget, Shields employed a small team of four agents. It was possibly the first call centre to start without computers for its agents, who made calls with mobile phones and using printed calling lists. It was an interesting start, but with his previous experience of Voice over IP (VoIP) technology and cloud computing, Shields knew that predictive diallers offered a more cost-effective way of making high volumes of calls.

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I knew that a premise-based dialler would require a lot of capital which I didn't have. I wanted all the functionality of an on premise solution without having to pay nearly as much for it.

Tony Shields, Managing Director
Crystal Legal Services

Hostcomm ContactPro provides efficient high-volume dialling

Shields searched the internet for a hosted predictive dialler provider. He says: “Through our enquiries, we spoke to Chris Key at Hostcomm who made time to demonstrate the Hostcomm ContactPro automated predictive dialler and us a let us trial the technology.”

The hosted dialler from Hostcomm offers a more cost-effective solution to on premise diallers. Its customers also benefit from secure, high-quality and consistent connectivity and continuous access to the most up-to-date technology, with upgrades and maintenance included in the cost of the service.

For a small business such as Crystal Legal Services in 2009, it was a straightforward decision and, with Hostcomm’s help, the dialler was configured to meet the company’s specific needs. As Crystal Legal Services has grown, Hostcomm has scaled up the service to meet the company’s increased call volumes. The dialler in place today – is part of Hostcomm’s multi-channel contact centre solution – can be used for simultaneous inbound and outbound calls. It means that if all agents are tied up on outbound calls and a call comes in, the dialler routes the caller to the first free agent.

Crystal Legal Services uses the contact centre solution predominantly for outbound calls. “The business is organised like a production line – different teams use the dialler in different ways,” says Shields. “We purchase leads and load them into the dialler, which works hard to connect our agents to potential customers in the most efficient way possible.”

Crystal Legal
Milton Keynes
Contact Centre



Dialler works with data from workflow management software

When agents secure new clients, the company uses the dialler in a slightly different way.

Crystal Legal Services' workflow management software groups clients into different stages within the sales cycle. For example, some clients may have shown interest but not concluded the process, and some have been sent paperwork but not yet returned it. Shields says:

“We load the data from our workflow manager into the dialler every morning. Combined, the different lists form a campaign. Our agents log on to the dialler which manages the tedious part of calling people and trying to get hold of them. At the beginning of the sales process we might have 20,000 client details in a list and 20 people actively calling that campaign. Further along the production line, it gradually becomes more specific and targeted, with smaller numbers of clients allocated to individual agents.”

Crystal Legal Services can also serve its clients better because agents don't have to try and remember details, such as to return a call to a client who wants more information or advice. Shields says:

“If a client wants to speak to us regarding an opportunity for example, then that request is loaded into the campaign in the dialler and becomes part of the calling list.”

“

Our agents log on to the dialler which manages the tedious part of calling people and trying to get hold of them.

Tony Shields, Managing Director
Crystal Legal Services

Organisation complies with Ofcom and other regulations

The claims management sector is highly controlled, managed by the Claims Management Regulator which is part of the Ministry of Justice. Crystal Legal Services has to follow strict guidelines on how it profiles customers and what agents can say on calls. It also has to comply with communications regulator Ofcom and the Information Commissioner's Office (ICO), which set acceptable calling standards within which call centres must remain when contacting consumers.

Shields says: "The dialler monitors abandonment rates of calls, for example, and helps us control who we dial. If someone doesn't want further correspondence with us, the system detects that information and ensures we don't contact them again."

The Hostcomm multi-channel call centre solution provides call recording functionality which serves two purposes. It's a form of insurance for Crystal Legal Services in line with regulations to retain evidence of business transactions and enables the company to demonstrate that quality standards are met. But it's also a vital tool in helping call centre employees to develop their skills and improve their performance.

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We can use recordings for feedback and training – to teach agents the best ways to speak to customers.

Tony Shields, Managing Director
Crystal Legal Services

Agents can contact 53,000 people in a single month

Working with the Hostcomm ContactPro dialler, agents don't need to know the specifics of a campaign when they arrive for work. The dialler immediately starts to dial the relevant clients within a campaign when the agent logs on. Crystal Legal Service's workflow manager provides details of each client and this data is loaded into the dialler. It then pops up on the agent's screen when the number connects.

"The automated dialler means we don't waste time dialling people that don't answer," says Shields.

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We only make money when we are talking to and helping clients and the dialler takes care of that for us. In fact, in the month of April, the dialler called almost 260,000 numbers and, of those, we achieved 53,000 human connects. It would be almost impossible for a business of our size to achieve those numbers without the dialler. It vastly increases the number of connected calls, helping us to increase talk time and, ultimately, revenue.

Tony Shields, Managing Director
Crystal Legal Services

Business has doubled in size every year for five years

With the help of a strong team of agents, managers, the right technologies, and an efficient and cost-effective hosted dialler, Crystal Legal Services has doubled its employee numbers each year since the company's inception. Shields says:

“We're now working from a 6,000-square foot office and are still growing. We're moving into new markets, such as reclaims for Packaged Bank Accounts. These are paid-for bank accounts that include features such as travel insurance, car breakdown cover and mobile phone insurance, which look set to be the next major UK financial mis-selling scandal. We've also worked with major charities such as Comic Relief and Sport Relief to support major national fundraising events that depend on the seamless performance of 'on-the-night' telephony.”

“

We believe Hostcomm has been integral in the success of our campaigns. It's a nimble organisation that can provide highly tailored service and support to its clients. The company employs people who care and genuinely want to do a good job. For our work with Sport Relief and Comic Relief, they demonstrated a real willingness to help out.

Tony Shields, Managing Director
Crystal Legal Services

What could a dialler do for you?

Request a free trial:

www.hostcomm.co.uk

Talk to us... we are here to help

If you have any questions or require further information, please get in touch:

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