



We record & analyze communications

## CASE STUDY - Mercury Customer Management, UK



Mercury Customer Management

### Mercury Customer Management

With over 25 years of experience in the field of Customer Experience and Contact Centre quality measurement, Mercury Customer Management offers consultancy services to major corporations in UK and throughout Europe. Its services include contact centre external quality management, telephone and email mystery shopping and contact centre training and consultancy.

Mercury works with a diverse range of contact centres, representing a spectrum of vertical markets including the public sector, retail, travel, financial, technology, telecoms and utilities. Key service functions range from sales, customer service, collections, to IT and information helpdesks. In all these areas, Mercury conducts quality audits to ensure their clients' agents are delivering the level of quality and service performance expected by the business.

[www.mercury-cm.co.uk](http://www.mercury-cm.co.uk)

### ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyse and evaluate multimedia-based communications. ASC's solutions enable companies and organisations to enhance contact centre service, efficiently deploy staff and increase productivity. Financial Institutions fulfill documentation requirements, achieve a higher level of legal security, and reduce costs. For first responders and public safety organisations, ASC's solutions also help enhance reactivity in emergency situations.

**"ASC's intuitive, easy-to-manage solution saves us plenty in training costs, and the ability to customise reporting templates for our clients keeps them happy with the quality of our analysis."**

David Payne, Managing Director,  
Mercury Customer Management

### ASC's Quality Management Solution, INSPIRATION<sup>pro</sup>, Chosen by Leading Contact Centre Consultancy

Mercury Customer Management, a leading Customer Experience and Contact Centre Consultancy, chose ASC's quality management solution, INSPIRATION<sup>pro</sup>, to conduct external quality management audits for its clients.

The main reason for Mercury's decision to use INSPIRATION<sup>pro</sup>, was its flexibility as a quality management solution, to work independently of the recording system being used by a particular contact centre. Mercury carries out quality audits for a wide variety of contact centres, from different markets and service functions. INSPIRATION<sup>pro</sup> helps Mercury evaluate large quantities of customer interactions for its clients. Each Quality Scoring template was easily customised, according to the assessment requirements set by the client. By using a professional Quality Management tool, which enabled an automated process for evaluation, Mercury's Assessors were able to spend more time on the actual analysis of data, identify gaps in agent skills and suggest improvements in business process. The implementation of an automated quality management process, enhanced the service offering made by Mercury to its clients.



assess the quality of the call or e-mail. Often, such quality audits are required by the business at short notice, so efficiency is key.

Mercury works with a diverse range of contact centres, representing all vertical markets and contact centre types. Typically, contact centres may represent markets such as public sector, retail, travel, financial, technology, telecoms and utilities. The functions of these contact centres can range from sales, customer service, collections, to IT and information helpdesks. Therefore, Mercury needs to be both flexible and versatile in its ability to accommodate the needs of its customer base. Many of these contact centres are compliance orientated and stringently regulated.

Each contact centre typically uses its own recording solution and Mercury must work independent of the existing infrastructure, to provide meaningful quality assessments.

**The Challenge: Provide professional objective Quality Management audits, customised to the requirements of a diverse customer base, all with different solutions**

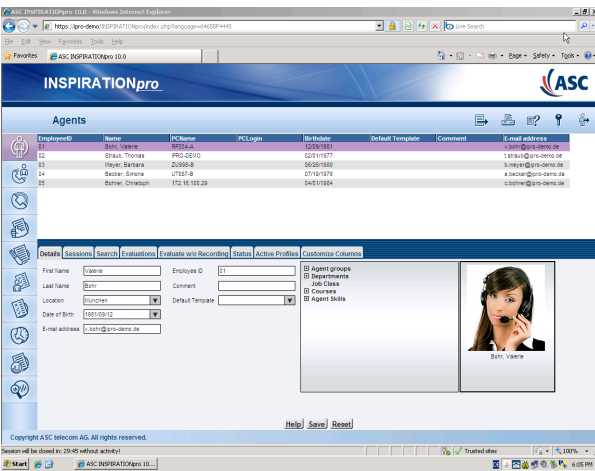
The Quality Management Team at Mercury consists of 20 Quality Assessors and 3 Managers. Mercury needed a quality management solution compatible with a diverse range of contact centres, each with its own call recording infrastructure. The evaluation templates needed to be easily customised to the requirements of the customer, according to key performance indicators set by the business.

The in-house reporting system used by Mercury, was proving to be quite labour intensive, given the scale of reporting demands. Effective call analysis was the



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fundamental goal of the audit and the protracted process to collate findings was proving problematic for 'real-time' reporting. Mercury identified that they needed a professional Quality Management tool, capable of producing key reports instantly, to aid the evaluation process and bring their clients closer to the 'front-lines'.



Mercury explored a variety of Quality Management tools, but found that many quality management packages available in the marketplace required the purchase of an integrated voice recording system. This was proving to be a challenge, since Mercury's customers were using their own independent recording infrastructures and hence a recording requirement was not needed by either Mercury or its customers. Mercury needed an effective and professional quality management tool without purchasing an integrated voice recording system.

### The Solution: INSPiRATIONpro as a standalone Quality Management system

ASC provided Mercury with INSPiRATIONpro Quality Management software as a standalone solution, capable of working with each contact centre's existing infrastructure and the WAV or MP3 files from any call recording solution. INSPiRATIONpro was user friendly, flexible and easily customised to client requirements. The system provided professional quality management templates, which Mercury could adapt easily and generate automated statistical reports at the touch of a button.

Additionally, INSPiRATIONpro Quality Management was browser-based for remote evaluations and was flexible in scoring calls based on any KPIs or benchmarking set by the business. Generic templates could be easily customised to evaluate specific contact centre objectives in terms of quality assessment.

### The Result: Confidence in INSPiRATIONpro Quality Management's ability to meet the business need both now and in the future.

Mercury is confident about the capabilities of ASC's INSPiRATIONpro and believes the system will continue to meet their expectations and the quality

management needs of its customers. The automation has provided Mercury with the time to focus on its core skills, such as interpretation of the data, identifying gaps in agent skills and recommending changes in business process.

Mercury is so pleased with ASC's Quality Management software, that they have endorsed INSPiRATIONpro as their quality management solution of choice and are recommending the software to all quality assurance teams within their contact centre customer base. This is a great success story for INSPiRATIONpro and another example of the flexibility of ASC's quality management tool in meeting the customer's need.

"The flexibility of ASC's quality management software improved our evaluation process greatly. Our contact centre clients each have their own communications recording system, and that presents a problem when so many quality management solutions come only in an integrated package. ASC's independent software, INSPiRATIONpro, offers so much more. Its intuitive, easy-to-manage solution saves us plenty in training costs, and the ability to customise reporting templates for our clients helps to keep them happy with the quality of our analysis."

(David Payne, Managing Director, Mercury Customer Management)

"When a company evaluating contact centre performance as one of its core functions, selects ASC for a quality management solution, this speaks volumes about the quality of our product. Mercury Customer Management's use of INSPiRATIONpro to conduct external quality management audits for its customers, demonstrates the flexibility of our system in meeting a wide range of customer needs. Mercury's diverse customer base means that they require an extremely flexible product, which can meet the customised requirements of their customers. Our selection by Mercury demonstrates our enterprise-wide commitment to quality in everything we do."

(Guenther Mueller, Chairman & CEO, ASC telecom AG)

### Main points at a glance:

- Quality management software works independent of recording solution
- Flexible solution for many vertical markets
- Automation lets user focus on interpretation of results
- Robust system meets complex quality management needs
- User-friendly, easy-to-manage, browser-based access
- Easily customised generic template according to customer need
- Flexible statistical reporting at a touch of a button

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David Payne, Managing Director,  
Mercury Customer Management



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