Sunrise®

Callstream

Callstream gears up for fast business growth with Sunrise Customer Service Management Software.

Enabling them to work closely with customers to understand their business and help them handle large volumes of phone calls more efficiently, improve operational performance and boost profitability.
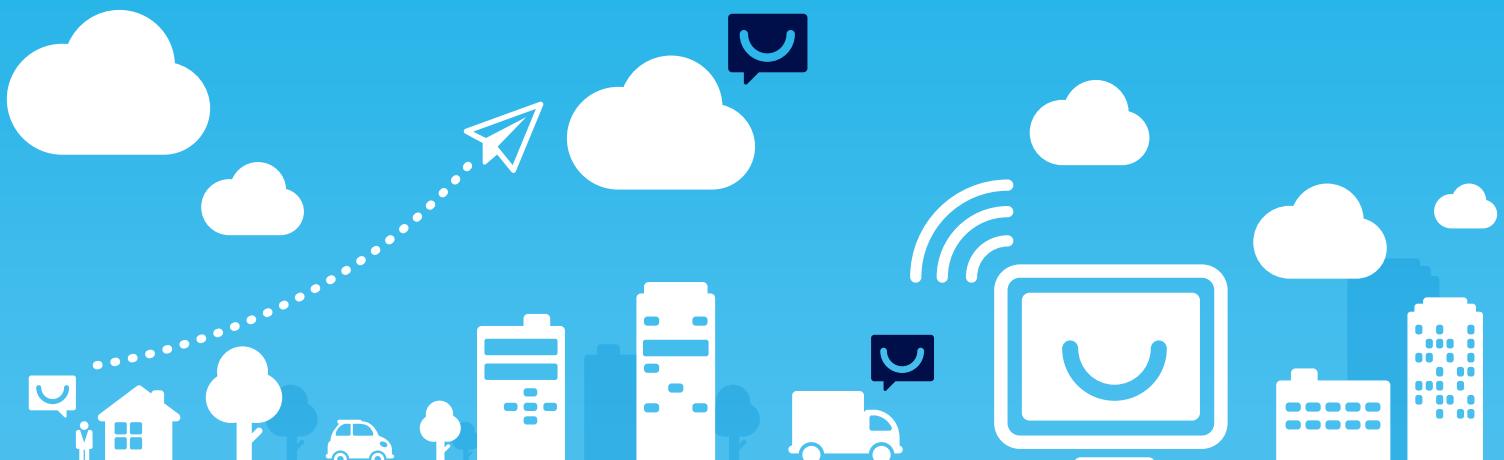
callstream™

Founded in 1999, Callstream has built a solid reputation as a specialist B2B business partner providing innovative solutions to the UK's contact centre marketplace. Part of the Bluebell Telecom Group, one of the fastest growing UK resellers of voice and data services, Callstream has many household names within its client portfolio that operate in the Insurance, Retail, Travel and Leisure sectors.

Callstream works closely with customers to understand their business and help them handle large volumes of phone calls more efficiently, improve operational performance and boost profitability.

New start demands fresh approach to technology

The company has recently expanded its product portfolio and revamped its marketing strategy to reflect a fundamental shift in the industry as customers demand more cloud-based services in their call centres. In addition, 500 of Bluebell Telecom's larger customers were integrated into Callstream's business, vastly enhancing the company's existing loyal customer base of 450 corporate clients.

Callsteam's Service Delivery Manager, Daniel Whitehouse explained; "At Callstream we have always prided ourselves on working in partnership with our clients to achieve their business objectives. Central to achieving this is a robust set of technology solutions wrapped up with a strong customer service ethos. Rapid business growth and a significant realignment of our marketing focus have prompted us to review our own customer service management framework."

Time to deploy a Consolidated Customer Service Desk

As part of Callstream's business transformation, the company was looking for a centralised yet flexible Customer Service Management platform that could support its expanded client base and consolidate key operational processes. After evaluating the marketplace and shortlisting three potential solutions, Callstream selected Sunrise Software's, Sunrise CSM as the company's technology of choice. The ease of use of the system meant it could be widely adopted by all staff and the technology offered the inbuilt superior functionality necessary to provide centralised and enhanced support to customers.

Whitehouse continued, "Sunrise Software beat the competition hands down by offering a comprehensive package with excellent functionality at the right price. Our intention is to create a long lasting, close, working relationship with our chosen vendor and we were impressed by Sunrise in their approach, professionalism and a commitment to our project that would ultimately assist us in achieving our strategy."

One customer record across the Business

Sunrise CSM forms the basis of a consolidated Customer Service Desk that actively manages customer relationships throughout the business effectively and delivers the high quality service Callstream needs from a single, centralised system. Sunrise is used extensively throughout the business to record information about customers;

• Customer Service Desk – incidents and requests are logged and managed, with reports highlighting any customers that may need extra help or additional services.

• Sales and Account Management – new and repeat business opportunities are monitored

• Accounts and Billing – any issues with debtors are recorded so that the customer service and sales teams are aware

• Project Management – projects and workloads are managed with Sunrise helping to ensure that deadlines are always met and customer expectations maintained

• Senior Management – are able to access detailed management information supporting strategic business decisions, for example, gearing up with extra staff to meet expected demand.

"Sunrise provides an audit trail for everything that happens with our customers, so that anyone within the business that is dealing with a customer can see at any time, exactly what is happening now and the history behind it," Whitehouse explained.

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One step ahead with advance reporting

As well as using dashboards with Red Amber Green (RAG) indicators to provide live status updates at a glance, Callstream has a series of reports covering call or case resolution performance which it runs every day, and every week. The reports vary in granularity from fine detail for managers and technical departments, through to high level summary reports for directors.

The availability of dynamic, in-depth management information within Sunrise is a significant benefit to Callstream. Senior managers and the group's Board of Directors now have increased visibility of the business, giving them the opportunity to address any potential issues proactively and allowing for stable and structured growth whilst maintaining excellent customer service.

Clever technology is the key to tracking valuable new revenue streams

Having introduced the basics of reporting to ensure that SLAs are met and customers happy, Callstream has now gone much further, by extending its use of Sunrise to provide a pipeline for new business. Any request for help or for a new product or service, is logged within Sunrise CSM.

The call/case is then tracked through to resolution, so if it is a fault, it is fixed, however, if the customer wants a new service, this is monitored from initial quotation, through to contract negotiations and to signing the deal. As the case progresses, so the percentage likelihood of new business is increased. This enables the company to see what potential new business is coming, the likely timescales and prepare accordingly.

A powerful decision-making tool

As well as providing visibility to the business of its financial position, Sunrise Software's system also provides Callstream with a useful planning tool that aids decision-making when it comes to resourcing future business commitments. Different departments can see what projects are coming up and so can ensure that they have the appropriate resources available to execute them successfully.

Looking forward to the future

Since introducing Sunrise and maximising its strategic capabilities, sales at Callstream have increased. So much so, that the company has further extended the use of Sunrise to include a Projects module. This enables the business to prioritise resources for large projects based on time limits and delivery dates. By taking a scientific approach to project management, driven by clever reporting and the use of the Customer Service Desk, the business has a full view of where each project slots into operations as a whole, enabling them to meet and exceed customer expectations and, furthermore, continue to grow the business.

Daniel Whitehouse concluded, "Sunrise Software has enabled us to create an agile, high performance Customer Service Desk that lies at the very heart of our business. It can scale up and down and nimbly adapt to changes in our extremely competitive marketplace. It has given us a strategically important, all-in-one package that actively streamlines our business processes and delivers a seamless, excellent service to our growing band of high-end customers. Critical to our success, we see Sunrise as playing a pivotal role in placing us firmly as the number one provider of innovative contact centre solutions to some of the best known high street brands."
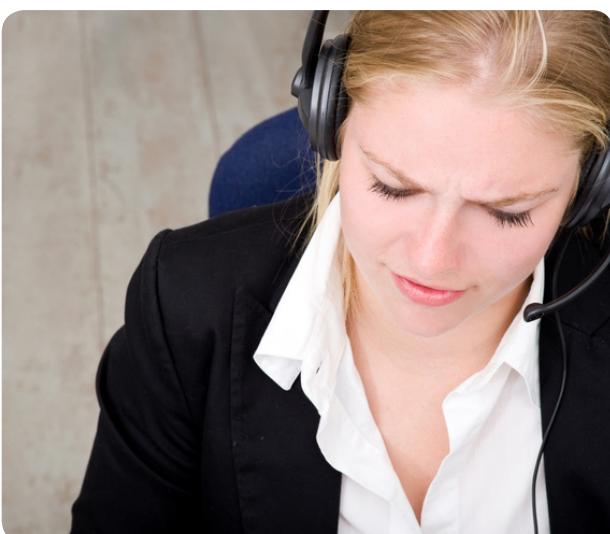
Sunrise®

Our Clients

anglian water NHS müller ans group

The Channel Islands co-operative Society Limited   INPS A CEGEDIM COMPANY   th trowers & hamlins

About Us

Sunrise Software has 20 years' experience implementing service management software that enables organisations to support both internal and external customers. The software is designed to meet industry best practice and is easily configurable to meet individual organisations' specific needs.

The software is browser based, making it easy and intuitive to use. It comes in several versions suitable for Customer Service

Departments that are speaking to external customers, IT departments providing technical and support services to the business, and other departments such as facilities management and HR/Payroll that are providing services to staff and managing third party suppliers. The software is available on-premise or as a Software as a Service/ Cloud solution and is used by numerous high profile organisations including Anglian Water, the NHS, University of Greenwich, Muller Dairy and many more.

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