



Our Customers Speak for Our Solutions

An OAISYS Case Study



Premium Choice Ltd **Birmingham, England**

Premium Choice is a specialist motor insurance broker located in Birmingham. The company provides insurance coverage at reasonable premiums to individuals who may have trouble obtaining motor insurance in the general market, such as young drivers, drivers with infractions or drivers of modified or high performance vehicles.

Premium Choice strives to provide customers with a genuine choice of quality, affordable motor insurance, backed up by first class customer service at all times.

The company offers specialist cover at cost effective premiums, having negotiated a series of excellent terms with a panel of leading UK insurance companies. Each proposal is personally checked by Premium Choice's highly skilled and experienced underwriters to ensure it is the cheapest possible quotation for each customer.

Premium Choice faced a number of business challenges regarding their telephone communications. First, as a financial services company, the UK's Financial Services Authority (FSA) mandates all its telephone calls be recorded. Unfortunately, their prior recording solution was not totally in synch with their communications platform, meaning consistency and reliability of recording were a problem.

Other challenges included:

- Part time staff without permanently assigned seats
- Long call times and
- Multiple agents dealing with a single call

The company needed a recording solution that could record the call as a single item, log its duration in segments and note

what agents were involved with a call at each point. They turned to OAISYS Ltd. for help.

"Without doubt the OAISYS Tracer call recording solution has solved the business challenges we were facing," said Rupert Gladstone, Premium Choice's Head of Information Technology. "This was achieved by ground level integration with the telephone system, obtaining information and understanding where a call has travelled, together with setting groups and permissions allowing management to track calls and implement training with reporting tools. It is an excellent fit."

Key benefits realized include:

- Ease of sharing calls both internally and, as needed, externally
- Accessibility of calls by supervisors without the need to involve IT staff and
- The graphical display showing what agents touched the call at each point, providing easy traffic review and extensive call information at a glance.

In addition, Tracer enabled Premium Choice to identify a problem it had not previously known existed. Gladstone said, "Very early on we highlighted a procedural issue. We realized that some agents would momentarily take a call and then drop it back into the queue, thereby giving themselves a short break."

Premium Choice is very satisfied with the ways in which Tracer has benefitted their operations. "It does what it says it would do," Gladstone said. "It is strikingly easy to use, whilst the ability to see at a glance who has touched the call is fantastic."



To find out more about OAISYS, Tracer and Talkument, please visit www.oaisys.co.uk

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