

**Company name:**  
Claritas Health Ltd

**Location:**  
Warrington, UK

### Why ccEvolution?

- ccEvolution has always focused on the Contact Centre, it's what we have done since we began in 2010.
- Our experts have worked in the industry for over 30 years in a variety of commercial, operational and marketing roles, so we have a full 360° view of the Contact Centre users' requirements.
- Partnerships with a wide range of vendors allow us to provide solutions of any size, from smaller businesses to large corporate enterprises.
- Access to a collection of products, ensures we always select the right product for you. We work by fitting the solution to your business, rather than fitting your business around the solution.
- Our complementary services such as Speech Analytics and Bio-metric Stress Management enable us to enhance the technology you already have, to either address employee or customer dissatisfaction issues.
- We work with both inbound and outbound contact centres and we understand what makes each productive.
- Our offices are in London and the North-West of England, providing support throughout the UK.

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## Using Technology to Better Service their Customers



### Company Overview

Claritas Hearing is a national hearing aid provider who offer diagnostics and clinical ear care. Based in Birchwood Park, Warrington the company has outbound and inbound sales teams, a customer support team and a new Audiology Centre of Excellence.

It prides itself on a personalised approach to hearing care, working in the community with Age UK Group, independent opticians, health and mobility centres and a number of NHS Primary Care Trusts throughout the UK.

### Why ccEvolution?

In March 2017, Claritas Hearing approached ccEvolution to discuss their outbound telephony. They were using a basic hosted system in place from another vendor and were looking to upgrade to an automated outbound dialler to improve sales and performance.

As Dan Bernstein, Group Operations Director explains:

*"ccEvolution responded really quickly, and understood all of our needs as a growing business. They offered a simple solution that was easy to set up and we had everything running within a few days of signing the agreement."*

### The Outbound Solution

Claritas Hearing opted for the HOSTCOMM automated outbound dialler from ccEvolution for their outbound sales team on an initial 6-month plan. HOSTCOMM filters out numbers with bad call results such as busy, no answer and unobtainable, so agents receive a steady flow of connected calls enabling them to talk for up to 50 minutes in the hour.

*"Appointment bookings have increased by 50%. Previously an agent would manually make 100 calls, now each agent speaks to over 300 people each day."*

As a hosted solution it can grow or shrink as business demands. The use of softphones at the agent desktop, also means there is also no need to invest in new hardware as the business grows, as everything is already in place. So when Claritas Hearing decided to increase their outbound capacity 6 months later, the system was able to respond instantly to their needs.

### A Vote of Confidence - The Inbound Solution

At the same time as increasing their outbound capacity, they decided to upgrade their inbound system. A major challenge was the volume of 0800 numbers the company uses for



*"The system provides everything we need and is competitively priced. ccEvolution also saved us money by reprogramming all our current phones onto the new system – it was seamless and meant that we did not have to invest in expensive new phones for the back office."*

## Key Business Benefits

The HOSTCOMM solution had an immediate impact on Claritas Hearing's business, with many benefits realised immediately after implementation, as Dan Bernstein helps to explain:

### Monitor performance in real time –

The hosted solution provides stable, instant visibility of agent performance; queue management and historical customer information.

*"The platform has completely transformed our call centre. We can now see what is working and what can be improved. Our call abandon rate was 40% when we first introduced the system and now we're not missing any calls."*

### Responsive & Flexible Solution –

The HOSTCOMM system can easily be adapted to change configuration where needed and further channels can be added in the future.

### Financial Savings –

HOSTCOMM is available for a fraction of the cost of an in-house system. No CAPEX budget or IT department support is required, as the solution is based in the cloud.

### Confidence in Customer Service –

Features such as automated follow-ups, call scheduling, and call dispositioning save time and help eliminate manual error. This means the business can focus on delivering against customer service expectations.

*"We have a service level agreement as part of our partnership with Age UK, so it was vital to show our commitment to customer service. They are really impressed with the transformation."*

tracking their advertising, other vendors that they approached could not cope with this amount or offered very expensive solutions. The existing HOSTCOMM solution could be easily upgraded to offer everything they needed and this together with their experience of ccEvolution gave Claritas Hearing complete confidence.

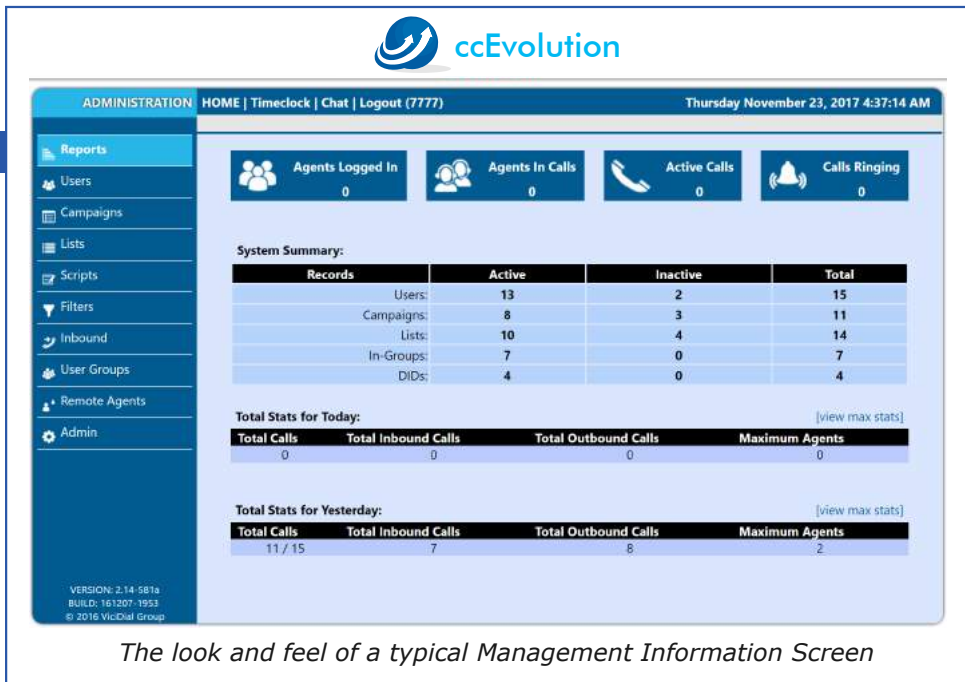
*"ccEvolution had effectively delivered everything we needed for outbound and we were really impressed with their service, so they were the obvious choice for our business. They worked closely with us to understand all of our requirements and offered a solution that not only could tick all the boxes, it was also really competitively priced."*

## Full Contact Centre Solution

Claritas Hearing chose to upgrade their HOSTCOMM platform to a full contact centre solution. In addition to the existing outbound agent desktop they now had a full inbound call management solution, all delivered within a UK hosted service.

As part of this development, the company increased the number of front office agent licences on the HOSTCOMM solution from 5 to 30.

They also chose to move their existing back office users (25 Polycom IP phones) onto the same solution, taking advantage of the free on-net calls between front office and back office users. What's more, their all-important 0800 numbers remained the same, in a seamless transition.



## ccEvolution provided Claritas Hearing with a future-proof solution at the right price

ccEvolution were delighted to work with Claritas Hearing to upgrade their inbound and outbound telephony platforms. The changes have helped grow their business while remaining focused on customer service. As their business continues to grow they can have complete confidence that their contact centre solution will keep pace.

*"We are very impressed with ccEvolution. The team took time to listen and understand exactly what we needed and then delivered everything on time, with no false promises.*

*It was a big development for us to help grow our business and we can't fault their communication, technical expertise or service - and it was all at the right price.*

*We would highly recommend ccEvolution and look forward to working with them on future projects."*

### ccEvolution Limited - Corporate Offices

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## Why Choose a ccEvolution Hosted Call Centre?

- Boost productivity by 300%
- Monitor performance in real time
- Multi-channel comms including email, webchat & SMS
- Scaled to suit your needs
- CRM Integration
- Intelligent scripting
- Compliance as standard
- Simplicity for business users
- Improve customer service

Any of our services can be set up independently, or we can work with solutions that you may already have in place.

Pick and choose the capabilities you would like to have. Or choose all services from us and HOSTCOMM and benefit from having one supplier, providing superior support, for all of your needs.

Visit [www.ccevolution.com](http://www.ccevolution.com)