

## **Admiral Sails Ahead with Technology Upgrade in Contract with Kingston**

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([PRWEB](#)) October 4, 2004 -- Leading direct response car insurer Admiral is set to boost the productivity of its call centre agents to record levels after awarding Kingston Communications a substantial contract to upgrade its communications technology.

Kingston Communications has integrated its Rialto predictive dialler with a Nortel Networks Meridian switch and Symposium Call Centre Server at Admiral.

Now the insurer, which initially boosted productivity by 65% after installing Rialto technology at its Cardiff and Swansea call centres, is expecting to reap even more significant rewards.

“We currently employ nearly 40 full and part time outbound agents who between them make over 100,000 calls a month,” says Brian Martin, outbound call manager at Admiral, which sells car insurance through targeted brands such as Bell Direct, Diamond and elephant.co.uk.

“As we convert 34% of all outbound calls into business, the ability to make more calls in less time will have a very real effect on the bottom line.”

Developed by Kingston’s in-house specialist software team, and accredited by the Nortel Developer Programme as a Nortel “compatible product”, Rialto uses algorithms to automatically calculate when an agent is likely to become free and only puts calls through to an agent once the phone has been answered. This means call centre staff are not wasting time hanging on the line, or spending time reviewing account details of individuals who are not available to answer calls.

At Admiral, it is used for a variety of purposes, from reminding customers of renewal dates and cover plan options to cross-selling and carrying out surveys. Agents also use it to support direct brands by following up Internet quotes.

“This has the effect of pulling sales forward” and capturing business that might have gone elsewhere,” points out Martin, who says that productivity has already increased “dramatically”.

Initially, Rialto was integrated with a small Private Branch Exchange (PBX) that had been installed solely for this purpose. Its integration into Admiral’s Meridian and Symposium Call Centre Server, however, is the move that will bring significant extra benefits.

“It allowed us to extend our outbound campaigns from evenings-only to continuous dialling throughout the day,” says Martin. “Also, we can now record outbound calls. This is useful not just for monitoring agent performance and improving training, but also gives us an infallible record of all transactions.”

“In future, we will be able to “blend” agents too, allowing them to switch seamlessly between inbound and outbound calls.”

Rialto is also being used in Admiral’s text messaging campaigns. “We’ve been running campaigns on the tube encouraging people to text us for a quote,” explains Martin. “Using Rialto, we can automatically send them a reply within an hour.”

Meanwhile, an existing voice over internet protocol (VoIP) link between Admiral’s Cardiff and Swansea call centres is helping the insurer address another challenge – recruitment of agents.

“A lack of staff availability in Cardiff, where the dialler is physically located, has been addressed by using a VoIP link to the Swansea call centre,” says Martin. “This has allowed us to deploy the dialling technology in Swansea and tap into the extra resource available there.”

Admiral, which has also awarded Kingston Communications the contract to maintain its entire network of Nortel Networks Meridian switches, said the technology upgrade had gone extremely well.

“The process was managed by Kingston and Admiral together with well-established lines of communication,” said Martin. “This, together with the technical knowledge available, ensured a very smooth migration process.”

He had praise too for Kingston’s professionalism. “We’ve been working with Kingston for six years now and have an excellent relationship with them,” he said. “Their support network is very good and they are always willing to give advice on how to increase productivity. What’s more, the dialler has constantly outperformed all our expectations.”/ ends

#### About the Kingston Group

Kingston Communications is a leading provider of communications. Our capabilities are built on the solid experience gained in our heartland in East Yorkshire, where we have been providing leading edge residential and business services for 100 years.

Today, we also offer a wide range of voice, data and internet services to businesses across the UK as well as outsourced contact centre services. Using our own network infrastructure, we deliver reliable, cost effective connections for our customers. By listening and working closely with them, we use our experience and expertise to help companies serve their own customers as effectively as possible. Kingston Communications is a member of the TechMark exchange.

For further details on Kingston Communications, please visit our website at [www.kcom.com](http://www.kcom.com)

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