



# TouchStar Customer Case Study.

## Debt Collections

Newlyn Collection Services Limited was established in 1999, offering road traffic debt enforcement recovery and the collection of commercial rent arrears; the latter being the focus of the company. The primary aim of the business is to offer its clients a sustainable qualitative service.

### Past Present Future.

Originally, Newlyn Collections were manually dialling clients, whilst receiving incoming enquiries. Essential management information on how many calls were in the queue, how many hung up, what was the average wait time and agent performance were all absent.

The absence of data on staff performance made it very difficult to identify who needed additional training or indeed praising. Therefore, it was assumed that staff were not working to their full capacity. The existing solution was not modular, which made growth impossible.

#### Requirement to Increase Productivity and Efficiency

First and foremost, managers at Newlyn wanted to increase productivity and efficiency in the call centre. It was crucial they found a supplier that could provide a reliable, well supported system.

Newlyn scoured the entire market for the solution looking to find a blended inbound and outbound contact centre solution with sophisticated tools offering high levels of Customer Relationship Management (CRM). At this stage, Newlyn contacted Daviker.

### Why did Newlyn choose TouchStar?

- > Transparency to clients provided by advanced reporting.
- > Call recording fulfilling a legal requirement to obtain contracts.
- > Easy integration with clients' CRM and back office systems. Whisper coaching to help improve agent selling techniques.
- > Value for money with flexible finance options that are ideal for growing businesses.
- > One stop 'call centre in a box' solution.

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Lucy Sargent - Contact Centre Manager, Newlyn.



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Newlyn Collections.

When the TouchStar system was installed, Daviker’s 24/7 technical support was essential until staff became more self sufficient. The installation and training caused minimal disruption to the business and clients were unaware that changes were taking place.

Lucy Sargent concluded: “I was very impressed with the smooth and quick installation of TouchStar, the Daviker staff provided us with support throughout. The training was helpful and done in a way that was easy for the staff to pick up. There was no disruption at all during the changeover.”

## Past Present Future.

The TouchStar system supplied by Daviker gave Newlyn a blended inbound/outbound system that significantly increased the representative/call ratio. The system gave them intelligent scripting, allowing new employees to adapt and perform easily within the new operation. They could deploy programmed call-back messages that helped to create additional contacts through their inbound collections channel and with the software’s ‘whisper-coaching’ technology, dedicated trainers could monitor and coach sales agents in real-time without interruption to potential clients.

The integration with their self built CRM package meant that the agents had the most up to date client information available at all times, being able to write back to the database made writing letters and emails a simple coordinated task.

## Substantially Increased Collections

Almost immediately collections increased on a daily basis and staff motivation climbed - they became more successful and targets were beaten each day. The agents were able to operate in two teams, providing a competitive element to the workforce, leading to increased motivation and productivity. Further key benefits included:

- The value and the quantity of collections increased, leading to greater customer satisfaction.
- The monitoring and coaching of the agents provided immediate feedback and helped management spot weaker performers.
- Organisational control vastly improved due to the use of the TouchStar reporting suite.
- The integration of the client software within the agent script allowed data to be written back to the database without error or duplication, massively improving productivity.
- Monitoring and reporting has improved agent training, provided healthy competition and increased motivation. Improved team morale amongst the staff has created an atmosphere in which they are encouraged to beat their targets.
- Simultaneously, there has been a decrease in staff turnover as training can be better targeted at weaker performers before they start to fail, get frustrated and leave.

Newlyn have been very satisfied that there has been an increased level of both customer and client satisfaction.

## Past Present Future.

Newlyn’s client base now extends to over 35 local authorities, and they have expanded their portfolio to include a range of other collections services. Newlyn have gone from strength to strength despite a very competitive and challenging market. As the number of Newlyn’s clients and range of services increase, their TouchStar system will be versatile, adaptable and scalable to whatever future direction the business takes.

