

B2B INTERNATIONAL - MEETS THE ISGUS KNOW HOW



B2B International is a specialist world-class business-to-business market research agency with over 40 years' experience in the international market.

It is a truly global organisation working with leading brands and multinationals, providing valuable information and advice leading to more effective corporate decision making.

Their team of expert research consultants operate from offices within Europe, North America and China. They offer all of the services you would expect from an international market research firm, combining qualitative and quantitative methods, a full range of data gathering techniques, and sophisticated analytical tools to deliver the insight their clients depend on.

When ISGUS UK first spoke to Operations Manager Brian Bogard, he had a definitive idea of what was needed to fulfill his requirement for the call centre, otherwise known as “the production shop floor”. With a strap line of: “marketing with intelligence”, his expectations were high, he was however decidedly unimpressed with previous software offerings he had looked at.

With these high expectations, Brian's need for a software solution that could deliver the result he required i.e. increased efficiency, cost reduction, quick and secure data acquisition and a proven return on investment, he contacted ISGUS UK. Still very skeptical about the software “Intellect” we needed to prove to Brian the capabilities of the ISGUS “Know How” with our ZEUS® PDC. A proof of concept was implemented at B2B on their site in Stockport, for a trial period of 40 days.

We were eager to speak to Brian at the end of the trial period:

Brian would you please tell our readers what initially prompted you to implement a time and attendance/production data capture solution within your call centre?

We had been using the same method for capturing hours and productivity for 13 years it was a very manual process leaving room for error. Paper was involved so it was an inefficient process. Time was the last process to be automated. We had taken major strides to increase productivity; the last step was to measure it accurately.

Could you tell us what you needed/hoped to achieve from this investment for B2B as a business with the implementation of a time management/production data capture solution?

We wanted profit to fall to the bottom line by reducing errors and inefficiencies, to justify the cost of the new system we wanted to achieve a 5% cost reduction in labour. In the first 30 days we achieved 10% savings, making for a 3 month payback on the system. We also wanted attention management, making the employees aware they were working on a project and were producing value, during a given time period.

Following on from the 40 day trial how has ZEUS® helped you and what do you perceive the positive benefits will be to B2B going forward ? What was the deciding factor/s that contributed towards your final decision to implement the ZEUS® system permanently at B2B.

We decided on the ZEUS® system after evaluating over a dozen competitive products, from our research the ZEUS® system provided the best value for money. The trial provided us the security we needed to make the investment. The Pre and Post sales objectives were met in a timely manner. Bottom line results that we knew could be achieved were clearly visible during the trial period. The employees also receive positive impact by knowing they are accurately keeping track of their productivity, they after all have “ownership”

We hope you have found our sales, installation service and software support exemplary? It is very important to us to strive for and maintain high standards of customer service in all areas of our business, have we achieved this from your point of view to date?

The Sales team delivered what they promised. The software support we received was critical to our decision. We needed lots of support to get the system to work the B2B way, and they were there promptly every day to solve the issues that would drive the change. The customer experience was very positive, and the solution they provided was outstanding meeting all of our expectations.

ISGUS UK Ltd would like to say thank you for taking time out from your busy schedule to talk to us.

