



Case Study

Outbound Telemarketing Matlotlo Contact Centre Solutions

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Henriëtte Brand

Henriëtte Brand, owner of *Matlotlo Contact Centre Solutions* in Midrand Gauteng, had a specific requirement for selecting the right company to provide her contact centre solution. She wanted a **1-stop provider** for the total CTI call centre, voice recording and front-end solution. She found that ideal in **REALCONNECT**. No other company could provide the front-end CRM fully integrated with the call centre and voice recording solution.

The other aspect which sold Henriëtte on **REALCONNECT** was the fact that they provide a **scalable solution**. The hardware was purchased upfront but the additional software licenses were only paid for when required, greatly assisting in the initial capital outlay.

In September 2007 the first 5 seats were installed. As her business grew more licenses were purchased and she grew to 25 agents. The present system can accommodate up to 60 seats before needing hardware upgrades. Adding the additional agents was painless as work was conducted after hours ensuring the business had **no down time** during work hours. This, thanks to the Gold SLA which offers her after-hour service.

An initial concern for Henriëtte was that because Matlotlo is a small company and **REALCONNECT** has a number of large clients, Matlotlo would be placed on the back burner as far as **after sales service** was concerned. However, to her delight the service she received exceeded her expectations!

According to Henriëtte, "the **biggest advantage** of the **REALCONNECT** solution is its **simplicity**. A non-IT person can manage the business and call centre on her own." Henriëtte acknowledges that although she has in-depth knowledge and skill to run a call centre, she has limited knowledge of IT. Yet the **REALCONNECT** system is **powerful** enough to handle any campaign Henriëtte needs to load.

Total control is at Henriëtte's fingertips. She is able to setup and edit campaigns, import leads, load users, setup and edit premium calculations, pull reports and export sales all herself. Normally an entire IT department is needed to do these tasks with the accompanying headaches of time delays, miscommunication and IT staff that do not understand the business.

This control and **flexibility** of the RealConnect solution has resulted in Matlotlo **securing 2 new accounts** in competition with other bigger call centre companies. The go-live date was a critical factor in being awarded the business contract. **REALCONNECT'S** front-end CRM enabled Matlotlo to go live on a new campaign within a couple of days, whereas the other companies needed a month for development and programming!



Henriëtte Brand – in full control of her contact centre and sales campaigns