


Aquarius Contact Centres

The Challenge

While mobilising workforces has been a sudden, enforced step for many businesses, there are some early adopters for whom this has always been the norm. Founded by Roddy Forfar in 2009, Scotland's first home worker-based call centre, Aquarius, recognised over a decade ago what some companies are only now realising - that people can meet their KPIs and deliver outstanding results all from their homes.

 Awaken Intelligence have always been my partner of choice

The secret to remote operations is the combination of great people and great technology as Roddy Forfar, Managing Director at Aquarius explains.

“Running a business and delivering on over 250 client campaigns with many remote workers requires several crucial elements. Firstly, your people are very different to those you find in a traditional call centre and it's important to get these hires right. You need to recruit people that want to work from home and want the flexibility. They need to be self-starters who won't miss the buzz of a call centre. We strive to ensure that every person at Aquarius has everything needed to work remotely, not only from a health and safety point of view, but also the right technology.”



- Scotland's first home worker-based call centre, founded in 2009
- 25 agents on board
- Handling up to 1,000 customer calls and emails each day across 250+ client campaigns.



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Synergy
by Awaken Intelligence

The Solution

Aquarius' team of 25 handle up to 1,000 customer calls and emails each day. Campaigns vary from housing associations to railway companies and accident repair providers to name a few, across the UK. While the customer engagement varies from business to business the scenario often involves having to escalate or triage different contractors to resolve the customer query.

“We represent the customer experience (CX) for every single client and as such, we need to have the right technology to support our staff and provide a seamless journey for their end users. That’s why Awaken Intelligence have always been my partner of choice when it comes to call scripting, email integration and dispatch intelligence. They have been with us since we established the business and we utilise Synergy in the creation of 300+ scripts for our customers every day. When you have tight SLAs to meet you need to have a phenomenal and dynamic web-based scripting platform that the entire business can rely on 24/7,” commented Roddy.

The Result

Thanks to the flexibility of scripts in Synergy, customer issues are quickly elevated, and Awaken’s Dispatch helps the team to escalate the requirement to the right contractor.

“It’s a seamless bit of workflow that help us to all meet our SLAs while ensuring that the customer data is accurately shared in one hit, rather than having to re-enter multiple times across a variety of disparate systems – which would cause a huge problem and dramatically slow down the resolution time,” added Roddy.

“There are many challenges placed on businesses at this time and where customers continue to demand even more, we’re able to intelligently remove many of the stresses and worries that they and the organisations servicing them are experiencing. There’s no doubt that Awaken’s technology plays a crucial role in driving a frictionless and timely resolution too much of the support we provide,” concluded Roddy.



Roddy Forfar,
Managing Director
at Aquarius

The beauty of good people
and good technology
working in unison – now
that’s Synergy!