

# PLUSONE

## Eliminating Call Center Business Barriers to Entry


 When the investment and infrastructure costs of setting up a direct response call center seemed insurmountable, PlusOne's business dreams became reality when it discovered and took advantage of the inContact portfolio of cloud-based contact center solutions. inContact enabled them to **»save \$750,000 in system and infrastructure costs, »flexibly scale agents up and down as needed, »let 75 percent of its agents work from home, »easily increase availability with multi-site locations and home agents, and »rely on a software provider with trusted experience, reliability, technology and infrastructure.**



### Business

Direct Response Marketing  
[plusonecompany.info](http://plusonecompany.info)

### Challenges

- Cost effectively startup a direct response marketing business
- Compete with larger direct response companies
- Demonstrate to clients the ability to scale to meet their needs
- Operate with low overhead and low infrastructure costs
- Handle high call spikes without having to employ a full-time on-site staff
- Ensure the highest levels of availability

### Results

- Overcome barriers needed to start a direct response business
- Save \$750,000 in system and infrastructure costs
- Flexibly scale agents up and down as needed
- Allow 75 percent of its agents to work from home
- Operate 24/7/365 with high availability using multi-site locations and home agents

### Open for Business

As a sales and management pro, Marion Timpson had the expertise and will to create a new direct response business. However, as he puts it, "I didn't have a million dollars to set up a call center, let alone spend \$100,000 on a dialer or a phone system." Having looked at the initial and ongoing investments required for premise-based call center solutions, his business dream just didn't seem financially feasible. However, his perspective changed the day he talked to inContact about its hosted contact center solutions.

"The day I learned about inContact, literally became the day we started PlusOne," Timpson says, now Chief Operating Officer for PlusOne. "I realized that with inContact we could set up a call center for quite a bit less than what we would have typically had to spend. Additionally, inContact gave us the robust capabilities we needed, and would grow and scale with our business without us having to carry all the costs and burdens associated with on-premise systems."

Timpson goes on to explain that if starting their business had required investing in a hardware-based phone and call center system, along with a facility large enough to house it, they simply wouldn't have done it. In terms of the initial investment in the solution itself, inContact saved PlusOne at least a quarter million dollars, not to mention an additional half million dollar savings on the size and type of facility they needed to run their business.

### Flexibility to Scale

Savings wasn't the only reason that PlusOne went with inContact. Timpson understood that any hosted call center solution would bring significant savings over on-premise hardware solutions. It was the flexibility and scalability that really made inContact outshine both the hardware and other hosted solutions.

"In today's business world, flexibility is one of the most important things that you need to have," Timpson says. "Being able to have the flexibility

and scalability that inContact provides has been critical to us because when prospective clients ask how many seats we have, we can say 'infinite'. From the very beginning we've been able to employ at-home agents and agents at multiple sites. We can scale up or down to meet needs. When you're a brand new call center trying to get business and compete against bigger companies, that flexibility is the most important thing."

**"Trust is the first ingredient of any sale. inContact has the rich features, the reporting and technology we need, but what made the big difference was trust. I trust their business. I trust their platform. I trust the inContact organization and infrastructure supporting it all."**

Marion Timpson  
Chief Operating Officer  
PlusOne

The same flexibility enables PlusOne to better handle the spiky nature of the direct response business. During a thirty minute period they might need fifty to a hundred agents, but when that period ends, the number of needed agents might drop by half or more. So, instead of having to staff a full-time complement of agents around the clock or on 8-hour shifts, inContact lets PlusOne easily set up home agents that can work thirty minutes here and thirty minutes there. It lets them employ people who might not want to work full-time or make the commute, but have the skills and expertise that PlusOne wants. It also gives PlusOne flexibility in scheduling by letting it use agents that live in other geographic areas and time zones.

"The simplicity of setting up home agents with inContact has been astounding," Timpson says. "Seventy-five percent of our agents work from home and that saves us a lot of money. I don't know that we would have been able to build the company the way we did if it wasn't for the at-home and multi-site format that inContact gives us. Without it, we probably would have had to triple or quadruple our initial investment."

### **Stability and Availability**

Stability and availability were other key reasons for PlusOne to choose inContact over other hosted call center services. "inContact is not some small group of guys that put together some brilliant software," Timpson says. "inContact has its own phone company. It owns its network. It has redundancy. It has way more telephony experience than other hosted

solutions. It has massive infrastructure and resources to support and sustain it all. inContact is a giant in their space."

As part of the inContact infrastructure, it hosts its contact center services from two geographically separate physical facilities, which contributes to its ability to promise its customers a 99.99% uptime guarantee. But not only is the inContact hosted service highly available, it enables businesses like PlusOne to implement their own redundancy and high availability as well.

"In the direct response business you cannot go down," Timpson says. "You have to be open 24/7/365. inContact lets us easily set up multiple call centers and home agents, which significantly reduce our exposure to outages. If the power goes out or the Internet goes down, our agents at our other site and at home can still take calls. For a business like us, that kind of uptime is powerful. That's been one of our biggest advantages from the beginning, and it wouldn't have been possible without the hosted service that inContact provides."

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### **Trusted Value**

inContact also provides PlusOne a rich set of features that contributes to its overall success as a direct response center. One of these is the skills-based routing that allows it to convert more calls into sales by directing more calls to its top converters. The simplicity and flexibility of setting up the call flows has let them create greater efficiencies and customize operations to fit their unique business needs. But as much as PlusOne appreciates all the features and capabilities that inContact provides, there's much more that it values from the hosted contact solution provider.

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