



X-on Clients  
SME through to Corporate Services

## Business and Client Connections



### X-on Clients

A small selection from hundreds of clients who have had phone and SMS services hosted by X-on.

Dial in access to some services and client references may be provided upon request.

All information is provided in commercial confidence.

### Urgent Care Cambridgeshire

#### Mobile Call Recording

**Urgent Care Cambridgeshire** (UCC) provide Out of Hours Emergency GP Services for Cambridgeshire. UCC has long experience in providing a quality service to the 750,000 patients of Cambridgeshire.

"As part of the NHS we have a legal requirement, as stated by the Department of Health to record and retain all telephone conversations which take place between the clinician and the patient. These records have to be retained for a period of 10 years should an issue arise and records related to the patient in question need to be accessed."

"The recording of mobile phones has always been a cause for concern as we have grown as a company due to the increased number of home visits. While a clinician is out on these home visits they are given a mobile phone to phone the patient or to call back head office with relevant critical information about the patient. X-on has now given us the ability to record these conversations, giving our clinicians an increased safety net should an issue arise between the patient and clinician. We can now look back over the calls made to get the correct and accurate diagnosis of what actually occurred."

"Setup of this service was seamless and quick. On our part we just sat back and allowed X-on to perform the setup, meaning we could carry on with our day to day job. Once setup was complete the use of the service is as easy as 1-2-3 with the very friendly web interface which allows you to listen, download, store and even run reports should you so wish. The use of the handsets is no different from that of a normal mobile phone, you have no extra buttons or dial codes to press, just dial the normal number you want to ring and the recording takes place right from the word go!"

"Right from the start our experience with X-on has been very impressive, all the staff are very friendly and always looking out for our best interests. Our account manager has done an outstanding job in getting our service up and running as quickly as possible with communication always being the number one priority."

"So our experience with X-on has been nothing but a pleasure we would not hesitate to recommend this service to other Health Care organisations or just anyone wishing to record mobile phone conversations."

#### Andrew Lowe

ICT Support

[www.urgentcarecambridgeshire.co.uk](http://www.urgentcarecambridgeshire.co.uk)



### Winchester City Council

#### Customer Service Outbound Caller Survey

Our ambition at **Winchester City Council** is to provide Customer Service we're proud of...

"The Winchester City Council Customer Service Centre opened in June 2005; the centre is the gateway to council services and information providing face to face, email and telephone contact for customers across a district covering an area of 250 square miles."



### Winchester City Council continued...

"A team of highly trained multiskilled Customer Service Advisors deal with an average of 5000 customer contacts each week across a wide range of services including General, Planning, Environmental Health, Licensing and Housing enquiries and delivering high customer satisfaction levels is key to what we do."

"There are many ways to measure customer service, how quickly telephone calls are answered, how long each call takes, how many visitors we have, how long to serve each customer. The list goes on but how can you quantify what is arguably the most important measure - customer satisfaction?"

"The acid test has to be what the customer thinks of the service they received and that's what we measure at Winchester City Council Customer Service."

"How do we know what the customers think? Using a combination of asking customers about their experience, assessing interactions and mystery shopping we are able to evaluate the quality of service we provide to our customers. By using an automated telephone survey line provided by PhonePresence we are able to contact customers who have telephoned us within the last three days and invite them to rate the service they received."

"We currently use this method to survey 100 customers each quarter, advisors are given a list of customers to contact between incoming calls, the lists are generated from our CRM system and filtered to ensure that the advisor making the outbound calls is not the same person who took the original call."

"Customers are then able to rate the service using keypad responses to a series of questions, there is also an option to leave comments or request a call back and those customers who use the option have their requests emailed automatically within minutes to Head of Customer Service Paul Wood who arranges a callback the same day to discuss any issues the customer wishes to raise. Customers are in the main happy to take part and use the line with an 85% take up rate from the outbound calls we make."

"Lessons learned, initially we tasked our advisors to offer customers the opportunity to comment on the service they had received at the end of inbound calls, satisfaction rates were extremely high, some might say suspiciously so and following a review of the customer comments and listening to the original calls we began using system generated lists to outbound call customers randomly and the satisfaction levels while remaining high began to identify areas where we could make improvements."

"Reporting from the system is easy and is used not just to measure the level of customer satisfaction and service provided but also forms part of the Customer Service Centre performance indicators which are reported back through the organisation."

"X-on have been really helpful in assisting Winchester City Council to develop the system, from the initial contact in 2006 where they provided help in identifying the right questions to ask, developing the scripting and the voice over for the questions, through to tweaks to the reporting system, they have always been there to advise and support as our needs changed. In my opinion they provide an excellent customer focused and flexible service which represents real value for money."

**Paul Wood**  
Head of Customer Service  
Winchester City Council



### CarHireUK

#### Call Transfer to India

**CarHireUK** is a vehicle rental company operating a travel web site [www.car-hire-uk.com](http://www.car-hire-uk.com) with a branch network throughout the UK. We needed a telephone system which enabled us a cost effective call centre.

"We approached X-on with the need for a fully integrated call centre solution which enabled call transferring to India, and throughout our network, cost effectively. X-on designed and fully set up our telephone system quickly, and provided us with a feature rich solution with minimal outlay. We have found the sales and support to be excellent."

**Mike Goodwin**  
Managing Director  
[www.car-hire-uk.com](http://www.car-hire-uk.com)





## The Edge Group

### Virtual Call Centre Solution

**The Edge Group** provide Business Process Outsourcing (BPO) solutions for non-core processes giving the smart company time to focus on their core business and maximise profit.

"The Edge Group required a virtual call centre solution that was feature rich but at the same time with a low per agent cost for our call centre in Sri Lanka. The Edge Group provides call centre services for major UK clients and PhonePresence was an ideal choice."

"Using cost effective VoIP technology, calls are transferred from the PhonePresence equipment in Suffolk, to our call centre in Sri Lanka and we're able to transfer calls internally when required - basically its everything you would expect to find in a PBX with call queuing and Automatic Call Distribution. PhonePresence works with my existing phone lines and handsets."

"I find the support team to be friendly, flexible and welcoming and they have moved quickly to handle my complaints or requests. PhonePresence has the capability to use VoIP or regular telephone routes at the touch of the button (on a web interface) so I can manage the quality of my phonecalls by changing transfer routes when I want to."

"In short, the PhonePresence team provide a cost effective virtual switchboard service with a focus on customer service which makes me feel like a valued client."

**Ravi Raveendran, Managing Director**  
[www.e-edge.biz](http://www.e-edge.biz)



## Vetfone

### Call Centre with Outbound 'Click to Call'

**Vetfone** provide a national 24-hour helpline for pets, answered by qualified veterinary nurses. Vetfone use PhonePresence Call Centre with outbound 'click to call' functions.

"Vetfone™ are Europe's leading provider of Veterinary advice services. Vet Nurses take calls 24/7 about a variety of pet problems from worried pet owners. The urgent nature of our work required us to think very seriously about who was providing our lines and telephone services."

"X-on have proved over the last 2 years that they can deliver both a financially acceptable solution and also the quality and availability of service to what is in fact an emergency service. On the rare occasion things aren't right, they react professionally. They seem to be the right size to both deliver serious products and prices whilst keeping management and key staff available to their customers."

**Michael Maltby**  
**Managing Director**  
**Vetsdirect Ltd.**  
[www.vetfone.co.uk](http://www.vetfone.co.uk)



## Hotel World

### Virtual Switchboard using Existing Numbers

**Hotel World** needed to source a cost effective virtual switchboard with the ability start processing calls to their new hotel booking service quickly and without compromise on features. They wanted to retain their existing landline telephone numbers to receive calls for staff based at their busy London office and call centre but the service also needed to allow seamless caller transfers to other sites.

"X-on recommended PhonePresence, a hosted virtual switchboard service which can target any telephone, anywhere, as a virtual extension. X-on also supplied a range of Geographic and Non Geographic numbers as part of the solution. No specialist phone system equipment was installed at the London call centre which meant Hotel World had none of the expensive capital equipment outlay usually associated with call centre call processing systems."



## Hotel World continued...

"PhonePresence has all the features of a highly specified call centre phone system including Conversation Recording. The Web and Phone interfaces allow Mari Ross, Operations Manager, to administer her Call Centre efficiently. Real time web views are projected onto a widescreen TV for agents and other staff to see live queue status and statistics which enhances agent performance. The PhonePresence infrastructure is hosted at X-on's data centres in Suffolk and London and includes 24 hour maintenance. Because this service is outsourced, and based at 2 locations, Disaster Recovery features are, in effect, built in."

"X-on and Hotel World look forward to a continued successful partnership with Hotel World adding more features and agents to their PhonePresence service as their business grows."

**Veena Lidbetter**  
Business Development Director  
[www.hotelworldplus.com](http://www.hotelworldplus.com)



## Cash Management Systems

### Bespoke IVR Solution

**Cash Management Systems** is an independent company specialising in the management of the cash and bank supply chain.

"Cash Management Systems approached X-on, amongst other potential suppliers, to develop and fully host a bespoke IVR solution. The specified solution required large numbers of retailers to be able to place simultaneous orders using a touch tone telephone, via DTMF keys, removing the previous need for internet access at the retail store level."

"To satisfy the requirements the solution needed to perform real time calculations, as part of each order transaction, utilising data held within an SQL database which also acted to store all recorded transaction information. In addition the solution incorporated the hosting of a pre existing internet based front end."

"X-on's service design and consultation stage was completed within the promised timescales. No specialist equipment or dedicated phone lines were required on Cash Management's site. The set up and ongoing fees were competitively priced and the completed service is of the standard required by a sensitive and security-conscious application such as this."

**Grant Hatton**  
[www.cashmanagement.co.uk](http://www.cashmanagement.co.uk)



## Cambridgeshire Constabulary

### VoiceBank Media Line

"VoiceBank has proved invaluable as a communications channel for **Cambridgeshire Constabulary's** busy media office. It allows press officers and the force control room to put out urgent and key messages 24 hours a day, seven days a week, 365 days a year."

"VoiceBank has more than proved its worth during major and critical incidents - from serious crimes to severe weather warnings."

"Media outlets can access it at any time to receive updates on developing situations, and press officers can deliver detailed information within seconds across the UK."

"The introduction of a text alert facility for subscribers, and a back-up number for the VoiceBank in Cambridgeshire will help turn the force's media newslines service from first-class to deluxe."

**Peter Wells**  
Cambridgeshire Police





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### Burton Junior Football Leagues

#### Voicebank Voice Messaging System

**Burton Junior Football Leagues** (BJFL) cover approximately 300 mini, youth and girls' football teams in and around Burton on Trent. The BJFL use X-on's Voicebank service to keep junior football teams and players up-to-date with venue information.

"We use VB as an information helpline for our junior football users. We operate 5 junior football venues every Saturday and these venues are used by approximately 2500 junior footballers. If we need to cancel a venue at short notice as a result of bad weather, then the VB system is updated with a message as to the status of each particular venue."

"As we border on 3 Counties many of our parents travel some distance on a Saturday morning. The VB system enables the League to be proactive and to avert wasted journey's should any of the venues be cancelled at short notice. We try and update the system no later than 7.30 am as a lot of parents set-off at 8am to travel."

"Feedback has been very positive, especially from those individuals that have subscribed to the service and get an automatic SMS when we update the system. We have also recently added a menu option at the front-end to enable parents to select the venue that is relevant to them."

"The Junior League are of the opinion that the service is value for money. Sales and support is superb and all X-on employees that I have dealt with are very professional. I would certainly recommend X-on services to anybody and believe that there is a broad usage for this type of service."









**Mark Jones**  
**BJFL General Secretary**  
[www.bjfl.uk.net](http://www.bjfl.uk.net)

The BJFL Messaging service can be accessed on 0844 445 7363.



Established 1988 and incorporating girls and youth football

### Additional Clients

	<b>HSBC</b> Phone service for HSBC internal communications		<b>Hallmark Cards</b> Mobile product ordering service for Hallmark
	<b>BT</b> Phone service for BT internal and customer communications		<b>Buckingham Palace</b> Buckingham Palace phone and fax information service
	<b>Kelloggs</b> On-pack Kelloggs phone competition		<b>Ladbrokes</b> Information service for Ladbrokes
	<b>Standard Life</b> Standard Life management information service		<b>Jucee Squash</b> SMS competition for Jucee Squash

For more information on any of our products please call **X-on Sales** on **0333 332 0000**.