

# Sytel Drives Hosted Expansion for Perdial

A Sytel Case Study



## Profile

Perdial Limited is one of the UK’s leading providers of hosted contact centre services. They serve a wide international client base, targeting mostly SMEs, and serve both B2B and B2C sectors. They offer both inbound and outbound calling, with a mix of predictive, progressive, preview dialling.

## Requirements

In the late 2000’s, Perdial wanted to leverage the growing capabilities and advantages of the hosted model, as Eugene Goodin, Managing Director of Perdial explains:



Eugene Goodin,  
Managing Director,  
Perdial

“The hosted model has become increasingly attractive to clients for a number of reasons. Unlike a premise-based system, there are no upfront costs; that investment has already been made by the service provider. This means that clients pay as they go, only for what they actually use, and they are free to scale up and down as they need.”

Perdial set about searching for software that would provide the backbone of their business. The chosen solution had to offer:

- True multi-tenancy throughout
- Inbound and outbound call handling, including blending between the two
- IVR – quick and easy to develop, no matter how complex
- Call recording
- Multi-media handling – chat, email, social media, etc

- Agent scripting – with fast implementation of complex requirements
- Detailed control over campaign parameters - do not call, retries, end-of-list handling, etc
- Integrated real-time and billing reports

## Implementation

After extensive testing, Perdial settled on Sytel’s Softdial Contact Centre™ (SCC). Eugene Goodin continues:

“Sytel offers an all-in-one hosted software package. With Sytel, facilities are either ready integrated, or we write our own wrapper around Sytel’s technology to deliver the customers’ requirements.

“From Perdial’s point of view, Sytel is ideal for a number of reasons:

### 1. Flexibility

SCC allows us the flexibility to meet the diverse needs of our individual clients, from the small collections shop to the large customer service operation. A core aspect of that flexibility is that we can offer TDM or IP connectivity depending on client requirements. Increasingly, customers are migrating to SIP delivery; many do not even have TDM within their premises.

Our clients appreciate the flexibility we offer to grow, develop and change. For example, an agent is easy to set up; all they need is a PC, a phone and an Internet connection, opening up the possibility of home-working. We

are supporting a growing number of home-workers across a variety of sectors.

**2. Multi-tenancy**

Sytel’s SCC allows true, secure multi-tenancy which is crucial to us as a hosted service provider. It allows us to segregate our customers without having to run separate full instances of the software for each customer – which means less hardware and less configuration is required and there are fewer services to monitor. This makes the system overall easier to administer from a landlord’s, or service provider’s, perspective. It would be extremely difficult for us to deliver services without this.

**3. Campaign management**

SCC’s Campaign Manager allows for quick and simple campaign configuration, with options across a range of features. Having the ability to save your preferred options by creating a template means that future campaign creation is quick and easy. So easy that non-technical staff such as call centre managers or team leaders can create and manage campaigns rather than having to employ a dialler manager to do it. In our experience, once shown how to use campaign manager few people need further instruction and most begin to experiment with it to see how they can fine-tune and improve their campaign performance.

**4. Custom scripting**

SCC’s Scripter tool has two powerful functions; firstly, agent scripting. It

enables our customers to build incredibly complex branching agent scripts with dozens of pages and hundreds of question options. The functionality within Scripter means that consumers only answer the questions pertinent to them, based on a combination of their age, gender and the answers to previous questions. It is a really flexible tool allowing personalisation of scripts. And being browser based, it is suitable for home workers as well as for the traditional call centre environment.

Sytel’s Scripter is also a very powerful development tool. It gives access to API’s and customisation capability that allow us to build just the tools and environment our clients need in a remarkably short time.

**5. Outbound performance under any international dialler regulation**

This has always been a core strength of Sytel. Their predictive dialler gives the best predictive boost over progressive dialling of any dialler, and we never have to worry about breaching the UK rules laid down by Ofcom.

“Together with Sytel, Perdial can offer some pretty attractive capabilities:

**1. Service**

Perdial offer 1st and 2nd line support, backed up by Sytel’s expertise when necessary.

**2. Custom development**

No two clients are alike. All require some measure of bespoke development, which we largely undertake at no cost to our clients. Thanks to Sytel’s Scriptor, it’s at minimal cost to us, too!

**3. Stability and reliability**

Sytel’s distributed architecture offers facilities such as software auto-restart, and full hardware and software redundancy throughout. This has allowed us to build a highly

resilient, redundant system using our data centre and dedicated network. Our clients appreciate the assurance that offers.

“The bottom line is that from a standing start Perdial has grown to become a significant presence in the UK hosted marketplace. Our services are all delivered using Sytel's technology and it has been fundamental to our success.”

For more information on Perdial, see [www.perdial.com](http://www.perdial.com).

**About Sytel**

Sytel Limited is the world’s leading supplier of predictive dialling algorithms on an OEM basis to the contact centre industry. Sytel Limited is also a leading call centre vendor in its own right. It delivers secure, resilient IP telephony and media infrastructure software for carriers, enterprises and hosted contact centre providers, connecting and managing

calls and media sessions, without boundary. Sytel solutions provide high-volume routing and media processing on a distributed host-based platform, and are driving inbound, outbound and blended telephony and other media types in over 40 countries. Sytel’s toolsets deliver advanced capabilities to subscribers via the web, including scripting of call processing, real-time reporting and configurable dashboards.



www.sytelco.com  
 info@sytelco.com  
 +44 (0)1296 381 200

Sytel Limited 1 Cromwell Court New Street Aylesbury Buckinghamshire HP20 2PB UK