

# MANAGING CAMPAIGN DATA AND LEAD GENERATION IN A SINGLE SYSTEM



Babcock International Group (Babcock) is the UK's leading engineering support services company.

Its Education & Training business provides government-funded apprenticeship and technical training to a range of sectors across the UK. Its contact center operates in a complex sales environment with constantly changing sector and regional targets and differing eligibility criteria. Until recently, the process of generating new leads was a heavily manual one, reliant on spread sheets and leading to inefficiencies in agent time.

IFS challenge was to convert the complexity of Babcock's campaign requirement into a simple interface for Babcock's contact center agents. The resulting platform manages both the campaign data and lead generation process by focusing agents on specific industry sectors and regions, according to constantly changing targets. The system enables the agents to concentrate on sector requirements and interacting with employers instead of managing data; the benefit has been significant increases in calling efficiency.

This solution is provided through IFS Customer Engagement™, which provides call handling applications, contact center technology and customer experience software. The Babcock solution also utilizes call recording and service quality monitoring and automatically scores calls. The system includes sophisticated reporting capabilities and wall boards. This visibility offers agent motivation as they can immediately see how the campaign is progressing and what their impact is on achieving targets, without having to ask managers. In addition, the reporting tools allow managers to control and manage growth of leads across the different regions and industry sectors.

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**Simon Barber, Operations Manager for the Contact Centre at Babcock International Group**

## ABOUT BABCOCK

Babcock International Group (Babcock) is the UK's leading engineering support services company.

[www.babcockinternational.com](http://www.babcockinternational.com)



## BENEFITS

- Comprehensive functionality from the initial order to claims management + efficient customer service
- Seamless integration with existing branding/web site
- Swift deployment enabling Babcock to be first to market
- Integrated management information

As a result of the success of the original contact center solution, Babcock chose to implement a new system with IFS, BAS (Babcock AVOL System), to give it flexibility and control in another area of its business.

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BAS links directly to the Government’s Apprenticeship Vacancies On Line database and allows Babcock to raise and advertise new vacancies on behalf of employers and help them find the right apprentices for these roles. As this is a major growth area for Babcock, it was keen to find a way to automate processes and manage data in order that it could increase the time agents spend interacting with employers and apprentices without having to take on new heads. The automation between databases and call handling allows Babcock to manage the huge number of vacancies and applications and enables agents to focus on interacting with the customer and provide a better service.



“As a result of the new system, our success rate has increased by 30-40% due to the automation which enables our agents to spend more time with employees and candidates.

**Simon Barber, Operations Manager, Contact Center, Babcock International Group**

Further information, e-mail to [info@ifsworld.com](mailto:info@ifsworld.com), contact your local IFS office or visit our web site, [IFSworld.com](http://IFSworld.com)

