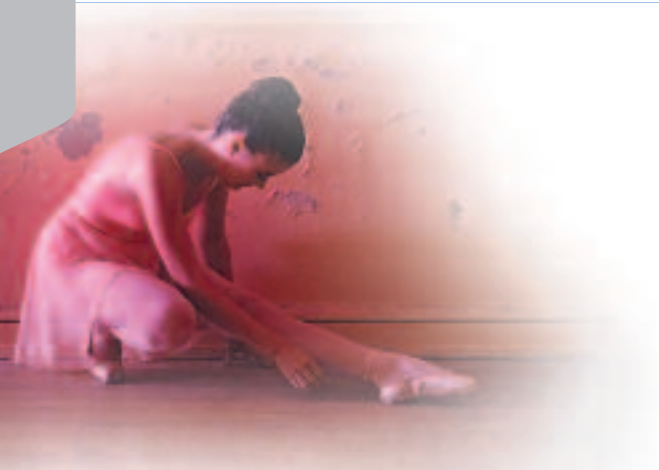


Port@l – Bringing flexibility to capacity management

Introduction

Whatever operations-centred business you are in, the old adage ‘the only constant is change’ still holds true, with fresh opportunities and new challenges presented on a daily basis. Whether you intend to launch new products or services, expand, re-brand, downsize or even sell your organisation, you need to know that you can adapt quickly and seamlessly without incurring a long-term legacy cost for your business.



The challenge – finding a solution that meets today’s requirements but won’t become a constraint tomorrow

Companies that operate large contact centres are particularly prone to the impact of change due to significant investments in buildings, technology, infrastructure and staff. The traditional model, based on long-term leases, limitations of space and fixed term contracts is undoubtedly a restricting one, crystallising surplus costs.

Whether you already have an in-house operation or you outsource part of your operation, it is critical that you have the agility and flexibility to adapt to external changes within tight timescales.

A rigid framework cannot react quickly to change. Not being able to react quickly can result in loss of business, market share and opportunities. The following are just some factors that can occur at short notice, and result in either an under or over-sized operation:

- A change of corporate strategy, such as off-shoring
- A new product launch, service or campaign
- Unexpected increase in business
- Expansion into new regions or business diversification
- Downsizing - reduction in business, closure of offices or process improvements

To overcome some of these problems many organisations consider outsourcing their excess capacity to a third party contact centre, but this can be a false dawn, resulting in loss of control, dilution of brand values and expensive “locked-in” contracts.

"The beauty of the Port@l contract is its flexibility. We are committed to our people, but not our buildings. Rather than sign up to a 15 year lease based on a 3 year capacity plan, the Port@l solution offered a contract that matched our plans, and then allowed us to either expand, consolidate or even walk away with no liabilities or further commitment"

RICHARD BURDEN
BARCLAYS BANK



The solution – a flexible hosted contact centre from Port@I

Port@I is the leader in hosted contact centre solutions; Powergen, Green Flag, Hfs Loans, and B&Q are just some of the leading companies that have benefited from the Port@I hosting solution. Port@I can provide holistic support to contact centre operations including, technology, facilities management, human resources and highly experienced consultants who can help an organisation specify, set-up and manage an effective operation.

The Port@I contact centre model provides flexibility in terms of:

Location - The solution is transportable enabling centres to be set up in a location of choice. To date Port@I has a number of locations across the UK varying from 70 seats to 600.

Duration - Hosting enables you to contract over terms commensurate with your business planning horizon.

Capacity - The operational nature of the contract enables you to flex your capacity requirements whilst only paying for what is used.

Technology & environment - These can be established on a 'bottom-up' build to meet with your requirements and can range from no technology to fully supported technology provision.

The model is equally suitable for Blue Chips seeking more flexibility, and dynamic or start-up operations that simply need to be able to adapt as their businesses unfold.

The real benefit behind the Port@I contact centre model, is that you are **not tied into long-term commitments to capital projects and, as a consequence, your business can be flexed much more readily.**

Managing change, efficiently and effectively

By its very nature, hosting represents a 'variable' rather than a 'fixed' cost, an option not otherwise available to in-house operations. The inherent flexibility of hosting boasts the following benefits:

- Minimum outlay and minimal responsibility for capital costs or contracts
- Zero exit costs (no dilapidations, no write-offs)
- Pay only for what you use
- Ready-made extra capacity without the hassle of setting it up yourself
- Flexibility of location – not locked into a specific contact centre facility
- Future-proofed technology without the on-going investment and cost of replacing legacy equipment
- Built-in scalability – you can easily increase or decrease size of operation

As an adjunct to in-house, a hosted solution gives you the flexibility traditionally associated with outsourcing. This gives you the freedom to modify your contact centre dependent on circumstances, whilst keeping the "value, staff loyalty and know-how" of your business, safely in-house.

The results - what our customers have achieved

Port@I has a number of high profile clients who have already taken advantage of its hosted facilities. The results of their experiences include the following:

- A bespoke green field build of a 600-seat centre on a 5-year operational contract with the client having no residual responsibility for the lease or infrastructure provided by Port@I beyond that point
- Rapid expansion of operations in multiple locations to provide additional capacity drawing upon disparate labour pools
- Exploiting the benefits of new technology without depreciation or legacy costs
- Flexibility (within the terms of the contract) allowed a business to modify its capacity to meet fluctuating market conditions without incurring costly penalties

"In the space of 18 months the group expanded at what can only be described as a massive pace."

"In the end we decided on Port@I, whose hosted concept meant they provided buildings, infrastructure and fully equipped workstations while we retained complete charge of all these factors. It offered us the most flexible, easy-in, easy-out solution."

GREEN FLAG

"Port@I has been there throughout to effect the changes that the business has needed to make and remove much of the pain, inconvenience and delays that we would otherwise have faced."

POWERGEN

"The Port@I facility has enabled us to employ our own staff, scaling up resource as our business grows; establishing our business processes and IT, and installing our own company philosophy from the outset - making it easier to migrate."

**MORGAN STANLEY
DEAN WITTER CARD SERVICES**

