

Port@l – A low risk, highly flexible hosted contact management solution

Introduction

The success or failure of any business or operation can be determined by many factors, but it is minimising and managing long-term risk that is always the crucial issue. The failure to mitigate risk exposes a business to fluctuations in market demand, economic cycles and changes in local demography, all of which are beyond the control of the management team.

An unforeseen change in any of these external issues can wipe out years of hard work resulting, not only in a loss of profitability and unproductive assets, but at worst case, closure of a business altogether.

If you are in the process of planning capacity for your contact centre you need to plan for the unexpected and implement a solution that dramatically **reduces your long-term risk**.

The challenge – capacity planning; the biggest risk that your call centre poses your business

One of the biggest challenges that confronts a business is capacity planning; trying to make an educated guess on the future requirements and the associated investment is an almost impossible task. The traditional model for acquiring a new facility almost always involves introducing constraints at the same time, constraints that the business will have to live with far into the future:

- A long-term lease – typically 10-20 years – on a fixed capacity building, with costly exit conditions
- Regular increases in rent regardless of market conditions or business requirements
- Capacity constrained by the fixed nature of the property and cost per workstation that is inversely proportional to occupancy
- High capital expenditure on technology and fit out
- Commitment to a location based on quickly outdated employment and demographic information

Now consider what might change during the lease period, and you can see what you are up against when trying to calculate the long-term viability of a new contact centre:

- An unexpected change in market conditions causes either an increase or decrease in planned capacity
- A competitor (for labour) moves into the same location causing a dilution of skills and a reduction in the effective labour pool
- A change of strategy e.g. to introduce an offshore component of delivery

“We have thoroughly tested the Port@l hosted business model. It delivers new levels of risk mitigation, flexibility and speed to market. We have the scope to expand to meet demand, while being completely in control of the total process. In other words we get on with our core business.”

POWERGEN

- A company re-structure, acquisition or merger results in changes to the capacity requirements and/or configuration
- Advances in technology make previous investment redundant or uncompetitive within the write-off period
- An economic up-turn or down-turn

Let's face it; there are just too many variables; the chances of making the correct decision and mitigating the risk for your company are stacked against you. It is very difficult to predict the future of a business over a period of 3 years let alone the 15 years demanded by a typical lease agreement.

The traditional model is fraught with risk, so much so that the average cost of adopting the model is between **30-40% more expensive over the term of the contract than originally planned** resulting in a balance sheet full of empty buildings, unproductive assets and technology write-offs.

Are you prepared to bet the future of your company's business based on these odds?

Fortunately there is another way whereby you can satisfy all of your capacity planning needs, whilst significantly reducing your risk.

The solution – hosting; a refreshing look at the capacity planning problem

Port@I has a unique solution for contact centre capacity problems by providing organisations with all the benefits of occupational ownership without the on-going risks.

Port@I takes away all the capital investment risks leaving you to pay only for what you need. The model has been proven for all contact centres from 20 seats in a multi-tenanted environment, through to a bespoke build of 1,000 plus seat multi-site operation.

Port@I takes on your risk by providing the following components within a flexible, operational contract that allows you to concentrate on your business. We deliver:

The building - Port@I can provide a 'hosted centre' to suit your needs; this can range from a new facility built to your own specifications through to hosted space within one of our existing facilities or indeed other buildings anywhere in the UK.

All equipment - This includes furnishing the office and specifying, supplying, installing and supporting the technology. Our approach to upgrading and replacement allows you to sustain competitive advantage throughout the whole term of the contract.

All the managed services to support the facility- Port@I supplies, manages and therefore takes the risk on any future fluctuations in the price of heat, power, cleaning, and all the other services required to support a busy contact centre. This frees up management to concentrate on what really matters - the core business.

Best-of-breed advisors and delivery partners - Through its strategic partners Port@I has access to the best "experts" available in all disciplines, including technology, property and human resources that enable you to plan and resolve tomorrow's problems, today.

The key element that many of our customers say we deliver is:

"Peace of mind"

The results – a focused, risk reduced business

These are some of the reasons why forward-thinking companies are reducing their exposure to risk and embracing the Port@I hosted model:

- Retained ownership of operation without the risk
- No major up-front capital costs
- Known and constant monthly operating costs
- No long-term leases
- No exit fees
- Pay only for what you need
- Major cost-savings compared with traditional model
- Protection against unpredictable changes in the economy and/or market
- No need to guess about the future

Port@I shoulders all the capital investment risks, leaving you to pay for what you need, when you need it. A smarter way to manage capacity planning.

"Port@I has taken a new and refreshing look at the call and contact centre market. Their hosted centre model is an ideal solution to companies large and small that look to remove much of the risk found in launching a new centre. We retain overall control. The risk is minimal, while the benefits are considerable."

DAVID HOLDEN
INSURANCE DIALOGUE LTD

"Port@I's hosting service represented an ideal solution. The financial benefits were immediately obvious and, because we were able to adopt a more centralised and sustainable approach to our contact centre, we could take a far more strategic view of this resource. The results have been dramatic: reduced overheads, improved cash-flow and improved productivity to name but a few."

A MAJOR RETAIL CHAIN

"What Port@I offer is an opportunity to take the risk associated with capital cost off the balance sheet, remove a significant part of the barriers associated with setting up a contact centre operation, and provide the flexibility to have management focus on the real issue of servicing and delivering to their customers".

SIMON RONCORONI
INDUSTRY SPOKESMAN

