

# Port@l – Speed to market!

## Delivering new capacity on-time on-budget

### Introduction

For organisations operating medium to large sized contact centres, the ability to react quickly to change is paramount to achieving long-term growth and success. An unexpected upturn in demand, a new company acquisition, or changes in the local demography can all result in the planned capacity being insufficient to meet the new requirements.

All too often opportunities are lost or relocations fail, not through the inability of a business to recognise the need to adapt, but the time that it takes to implement the additional resources required to meet the new challenge. Long delays on building projects, spiralling costs, inflexible and over burdened people are just some of the problems encountered when trying to deliver, increase or relocate capacity quickly. If you are in the process of planning additional capacity or relocating an existing facility, you need to implement a solution that can deliver the resources you need, when you need them, at a known cost - a solution that can react quickly to future demand and changes.



### The challenge – meeting the ever-changing requirements in capacity within the timescales demanded by the market

Delivering additional capacity quickly is not easy. The management effort required is considerable. The traditional model of assessing, acquiring, fitting and delivering a new contact centre can be a major project management headache that is fraught with unknown, unplanned, long-term problems that deflect management attention away from its core business.

Whether you already have an in-house facility that you are planning to grow, or relocate an operation, it is critical that you have the agility and capability to meet the business objectives within the required timescales. Here are some of the problems encountered when trying to establish new capacity quickly:

- Capital sign-off can add significant delays as priorities are continually re-assessed
- In-house resources are committed to running the daily business, new projects fight for management attention
- IT projects are notorious for being late and over budget
- Commitment to long-term lease agreements means that the business is subject to long-term risk, reduced flexibility and unknown costs
- For new-build projects the planning, acquisition and fitting out can take months if not years

“Not only has the hosted solution enabled us to make changes to the business that simply would not have been feasible in the timescales involved, but it has been undeniably highly cost effective”.

**POWERGEN**

## The solution – hosting by Port@l; be in business within weeks, not months or years

Port@l delivers a unique and timely solution to contact centre expansion and provision by giving organisations all the benefits of occupational ownership without the associated delays, costs and risks.

Port@l's team of dedicated, enthusiastic professionals understand the challenges and deliver the following to ensure a timely, cost effective and flexible solution.

**Assessment** - Port@l works with you to determine exactly what you need and when you need it, and then works out the most suitable options. This could range from a new build to using capacity at one of its "ready made" centres located around the UK.

**Acquisition** - If a new facility is required Port@l will take away the property management headache. Port@l can build or acquire a facility to your own specification. There is no long-term lease commitment and no capital sign-off.

**Implementation** - Once acquired Port@l will "fit-out" the facility with the latest services and technology, including all the common areas, offices, workstations, desks, and deliver it "ready-to-go".

**Delivery** - Port@l will make sure that everything is available and live on the day agreed in the contract. But it doesn't stop there, Port@l have dedicated support staff available to ensure that delivery to service level continues throughout the length of the contract, allowing you to concentrate on what is important – running your business.

**Monitor and support** - Port@l has a team of professional support engineers and Facility Management staff available 24/7 to ensure the continuous running of the facility with minimum downtime.

Port@l delivers a "turn-key" contact centre solution to meet your capacity planning needs within the fastest possible timescales.

## The results – what our customers have achieved

These are some of the reasons why forward-thinking companies are embracing the Port@l model and delivering fast, timely services that vastly reduce the wasted "opportunity cost" of traditional solutions:

- Speed to market – implemented a fully operational 165-seat contact centre solution from shell building within 55 working days of project initiation; costing was accurate, dependable and 40% less than a comparable in-house solution
- Scaled capacity from an initial 165 seats on day one to 1,000+ seats over multiple sites
- Reliability – Provided 100% availability for 17 continuous months
- Hosting has enabled clients to adapt to market and business changes much more quickly and cost effectively than other options
- Ability to expand quickly to meet new market challenges
- Much reduced impact on existing human resources such as IT or HR
- Low management overhead, Port@l takes the risk and delivers the solution

"Having committed to the Port@l option, we were impressed by the speed and flexibility shown in implementing the solution"

TOP FIVE WORLD BANK

"Hosting provides all the speed, delivery and flexibility benefits of outsourcing, but allows you to use your own staff and processes saving money and reducing risk."

RICHARD BURDEN  
BARCLAYS BANK

"The contact centre world is a graveyard of implementations that go over budget, don't meet timescales, and drive everybody especially the board, raving bonkers! Do yourself a favour and talk to people who can help you meet your contact centre deadlines on-time, on-budget and without any of the grief that these projects normally entail".

SIMON RONCORONI  
INDUSTRY SPOKESMAN

