

# TargetVision helps boost Liverpool Direct staff morale and contact centre performance

## At a glance

**Channel partner:** BT

**Client challenge:**

- Improve contact centre performance
- Enhance communications with staff

**Value proposition:**

- TargetVision visual messaging system incorporating 42-inch LCD displays
- Symon Enterprise software, Symon Design Studio software, and Symon Digital Appliance video devices
- Creative Content Services and Professional Services for implementation and ongoing support

**Business results:**

- Contact centre call answering performance has increased to over 96 per cent
- Measurably better staff morale
- A showcase to win new business

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**Carl Knight**  
Operations Manager,  
Liverpool Direct

## Client challenge

Liverpool Direct Limited, the largest public private partnership of its kind in the UK, was established in 2001. Originally intended to co-source selected operations from Liverpool Council, it is 80 per cent owned by BT. Today it offers a wide range of IT, business, and support services to other public and private sector clients, as well as continuing to provide services to the city of Liverpool.

Around one third of the 1,300 people that Liverpool Direct employs are associated with its flagship contact centre. As Carl Knight, Operations Manager at Liverpool Direct Limited, explains: “The contact centre is key to our business model, taking thousands of calls each day from a variety of clients on a huge range of topics. Having real time displays communicating critical information to agents and team leaders is essential.”

Having always used wallboards to display basic performance statistics, Liverpool Direct realised that technology had moved on considerably. Carl Knight continues: “Information on our old dot matrix displays was up to 15 minutes out of date and not that helpful. We wanted a more flexible real time display solution that would show up-to-the-minute performance information, blended with other content to inform and motivate our people.”

Liverpool Direct had seen a similar real time display solution in action during reference site visits to contact centres operated by BT. It then only took a live demonstration to convince the Liverpool Direct team that TargetVision from Symon Dacon was the right answer. TargetVision enterprise video solutions offer the ultimate in flexibility, enabling

the display of dynamic content to all types of audiences.

## Value proposition

Prior to implementation, Symon Dacon ran a focus group involving contact centre agents and team leaders, as well as company executives, to collect views and opinions on the data to be displayed across six LCD screens. The instant metrics that Liverpool Direct chose to show included numbers of callers per queue, waiting times, percentage abandoned calls, and customer service levels.

Carl Knight observes: “Seeing real time data helps our agents and team leaders to react to changing call volumes to sustain excellent customer service levels.”

To get even greater value from the solution Liverpool Direct asked Symon Dacon for help with the positioning of the screens for maximum impact, and signed up for the Symon Dacon Creative Content Service. This provides the company with ongoing consultancy and assistance with screen design and layout. It also provides guidance on how video content such as daily news and weather reports – along with a Sky+ feed for live TV – can be blended with call centre data to improve staff satisfaction.

Symon Dacon also provides professional support services, including remote and on-site maintenance. Owen Dutton, ICT Project Co-ordinator at Liverpool Direct Limited, comments: “Symon Dacon is great from a support perspective. If we ever have problems, we simply call. An engineer remotely logs on to our systems to investigate, and normally clears the issue right away.”

### Business results

The TargetVision system has had a big impact on Liverpool Direct. Contact centre performance and productivity have substantially improved. Morale is measurably higher too, clearly confirmed by results from staff engagement surveys.

"We are using the screens as a motivation tool," says Carl Knight. "For example, as well as displaying key performance data, we highlight examples of best practice and recognise 100 per cent attendance. Along with people's birthdays and messages of the day they've made a massive difference to both customer service and productivity."

Since TargetVision has been deployed, Liverpool Direct customer service performance has increased to over 96 per cent of calls answered.

When dealing with thousands of enquiries each day this considerable shift equates to a significant rise in satisfied customers.

Such has been the success of the project that Liverpool Direct is about to extend the TargetVision deployment by adding two further screens to serve its support desks. Meanwhile, the innovative nature of the video solution is also helping Liverpool Direct Limited to win new business.

Carl Knight concludes: "We do a lot of site tours and it is important that we showcase our professional edge. The Symon Dacon screens have certainly helped us do that. It's very impressive for visitors to be able to see exactly what is going on in real time"

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**Owen Dutton**

ICT Project Co-ordinator  
Liverpool Direct

## About the Symon Dacon solution

**TargetVision** solutions from Symon Dacon comprise three main components arranged in a powerful architecture that makes it possible to create, deploy, and manage video networks with flexibility and ease.

**Symon Enterprise Software** is the hub of the solution, co-ordinating the scheduling and distribution of media and information to all display end-points. **Symon Design Studio** content authoring and scheduling software enables communicators to deliver content when and where it is needed from a wide range of sources. Finally, **Symon SDA Series** IP-based digital network appliances connect directly to video displays. Each SDA can operate its own schedule, with tailored content, meaning that different video images can be displayed on different screens efficiently and cost effectively.

To ensure longest lasting impact and retention of information, there is an art as well as a science involved in effective message communication. **Creative Content Services** help customers get the most from TargetVision solutions. The creative design team at Symon Dacon comprises professional in-house designers to help create vibrant graphics and eye-catching layouts incorporating daily updates of topical information that really get the message across.

Finally, Symon Dacon offers a wide range of **Professional Services** to support customers and channel partners through every phase of a project. Services span consultancy, systems integration, training, and optimisation, as well as remote and onsite in-life support services.

## For more information:



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