



CALL CENTRE SUCCESS STORY

Organisation

Call Design Pty Ltd.

Industry

Communications

Size of organisation

- Three locations
- 40 employees and email users
- 32,000 emails per month

Business drivers

- Critical customer communications rely on email
- High cost of backup Exchange server
- False capture of legitimate emails interrupts business Technology challenges
- Single IT resource servicing decentralised users
- Restoring email is time-consuming in event of server outage

Solution

- MessageLabs Hosted Email AntiSpam & AntiVirus
- MessageLabs Hosted Email Continuity

Business value and technical benefits

- Elimination of spam nuisance
- Email guaranteed virus-free
- Web usage compliant and secure
- Email availability guaranteed
- Improved productivity for end-users
- Seamless service invisible to the business
- Customer communications protected
- Support at hand 24x7

Formed ten years ago from IBM's Corepoint, Call Design is a highly specialised group tightly focused on keeping businesses in touch with customers through progressive and best of breed call centre solutions. They know the importance of having business-critical communication systems up and running, without fail. As experts in voice connectivity, Call Design wanted the best in the business when it came to ensuring its email system is always available.

Email is becoming as important as telephone for customer contact and business operations. For IT businesses like Call Design, where staff are in front of their computers and working principally on screen, email is faster, easier and creates its own automatic record of communications to prompt recall and assist in regulatory compliance.

"Because our mission is to help our customers deliver faultless customer service through reliable communications systems, it is essential that our own ability to receive and respond to customer communications is watertight," said Dean Mather, Network Administrator at Call Design. Providing and supporting the widest range of products in the Asia Pacific for Workforce Management, Call Recording, Speech Recognition and Unified IP deployments, Call Design's consultancy-led approach ensures it delivers superior hosted, managed and on-premises solutions that meet customers' real business needs.

Email Bounces: Counting the cost

Supporting a growing company based in three locations – Sydney, Melbourne and Manila in The Philippines – Dean Mather is a team of one, managing all the company's internal information and communications systems for 40 very prolific email users. Call Design sends approximately 8,000 emails and receives around 24,000 legitimate emails each month.

"Email is absolutely fundamental to the way our staff do business. When our mail server goes down for any length of time, there is the very real risk that the business will suffer," said Dean Mather. "Ensuring the redundancy of our mail server was critical, to enable business to continue in the event of a major outage. Email bounces are never a good look, and when you're in the technology business they can damage your business reputation."

The downstream costs of an email outage, whether planned or unplanned, can mount up beyond lost revenue and reduced productivity. An outage can threaten relationships with customers, partners and suppliers. The associated data loss and temptation to resort to personal email accounts can place regulatory compliance and security at serious risk.

“A recent major outage took our email system down for a week. In one of the most horrible weeks of my life, the MessageLabs service had email available within two minutes.”

“We lost no email and there was zero interruption to our core business. The MessageLabs Email Continuity service was a real life saver.”

“For a low, predictable cost, MessageLabs gives us peace of mind. It’s a no brainer for a lean company like ours, punching above its weight and providing high value technical services.”

Dean Mather
Network Administrator
Call Design

The benefits of invisibility

Call Design analysed the cost-effectiveness of installing a backup Exchange server to have on standby. As well as the cost of purchasing the server, housing it on premium real estate was a significant additional cost. In addition, maintenance and management presented unpredictable ongoing costs.

“We were aware of the excellent reputation of the MessageLabs suite from Symantec Hosted Services. Once we looked into a hosted email security service, the benefits were obvious. When we do have a server problem, I have the support of the MessageLabs’ team – and the MessageLabs Hosted Email Continuity service ensures our email is always available without adding to my workload,” said Dean Mather.

“A recent major outage took our email system down for a week. In one of the most horrible weeks of my life, the MessageLabs service had email available within two minutes. Our customers and most staff were completely unaware there was a problem, and I was free to work around the clock to restore the server. The hosted email continuity service relieved me of a major burden, saved us the cost of an external consultant to help restore lost mail, prevented any drop in the productivity of our business and protected our reputation.”

At the end of the week, the MessageLabs service created an archive of all the email sent and received during Call Design’s outage, so all messages were restored to the email server with complete forensic information. “We lost no email and there was zero interruption to our core business. The MessageLabs Email Continuity service was a real life saver.”

Getting on with business

MessageLabs Hosted Email Continuity provides an on-demand email failover system that is hosted in top-tier data centres and activated from a single web console when an outage occurs. Email users simply continue sending and receiving messages through Outlook, Lotus Notes, web browsers or BlackBerry devices without interruption. “Ninety per cent of our users have a plug-in installed on their computers which meant the switch was invisible and email continuity was seamless,” said Dean Mather. “Those few staff with new machines, where the plug-in was not yet installed, were simply directed to a web page with full email functionality.”

As a company that knows the value of an end-to-end service, Call Design also took up MessageLabs Hosted Email AntiSpam and AntiVirus services. “While our previous in-house email security solution blocked spam, we’ve noticed a big improvement in MessageLabs’ negligible false positive rate. Every single thing that is blocked now is spam or malware. Legitimate mail is no longer held up or lost.”

Call Design is also currently trialling MessageLabs Hosted Web Security service. As a small company it needs to ensure web usage is appropriate while minimising intrusiveness. “The proof of the web filtering’s precision is that the users are virtually unaware of the service, which is just the way it should be,” said Dean Mather.

“For a low, predictable cost, MessageLabs gives us peace of mind. It’s a no brainer for a lean company like ours, punching above its weight and providing high value technical services. MessageLabs hosted services help us ensure our customers have complete confidence in our professionalism and expertise.”



Confidence in a connected world.