

A background photograph of a modern office environment. In the foreground, a man in a light blue shirt is seated at a desk, typing on a keyboard. A woman with long brown hair is leaning over his shoulder, looking at the computer screen. In the background, another man and woman are also working at a desk, looking at a computer monitor. The office has large windows and a bright, airy feel.

Streamlining processes and  
improving productivity





**Lifetime Training is one of the UK's leading training providers offering a vast range of apprenticeship programmes, recruitment services and training courses.**

Working across a wide range of industry sectors, including fitness, hospitality, early learning, and retail, Lifetime designs award-winning, industry-approved training packages for organisations and individual learners.

The UK market leader in commercial training, the company has grown considerably over the past decade and now employs more than 1,000 people, providing training to around 20,000 learners every year.

Quality is central to the business ethos and Lifetime prides itself on achieving great results for customers, whether this is through classroom or workplace delivery, central support services, or through the development of technology to constantly improve the service the organisation delivers.

“We are unrecognisable now compared to the operation we were before the Ultracomms solution came in,” said Ashley. “Ultracomms has completely transformed the way the operational team work, driving up productivity in a way that enhances the customer experience and also delivers cost efficiencies.”



## Meeting the challenge

Lifetime's sales team handles a huge number of inbound enquiries from potential leads regarding the availability of courses, whether that be through email, telephone, web enquiry, or word of mouth referrals.

Prior to implementing the Ultracomms system, a team of around 30 sales agents were contacting leads manually, without the benefit of an integrated dialler platform. The nature of the system prescribed that agents would manage a group of leads themselves and then manually monitor the progression of the lead.

It was a workflow system that was in desperate need of updating. Lifetime required an agile solution that would meet all their inbound and outbound needs and

As an Ofsted-regulated organisation, under the umbrella of government student loans funding, a prerequisite for Lifetime Training was a solution that offered robust security and PCI DSS compliance.

be adaptable enough to support the growth of their constantly-evolving business. The ultimate aim was to increase visibility, allowing outbound and inbound calls to be monitored in real-time and feeding this into a sophisticated CRM system that would help drive productivity.

Following a rigorous selection process, Ultracomms was chosen as the preferred provider of the customer contact management technology.

## How we helped

**Working very closely with Ultracomms' team of experts to ensure seamless delivery, the sales team moved over to the outbound cloud contact platform.**

Designed to maximise campaign efficiency, the Ultracomms platform is a highly featured and sophisticated solution that is configurable for predictive, progressive, power, preview or manual dialling.

In practical terms, the platform effectively eliminates idle time for Lifetime agents and allows them to work smarter. Where leads would previously have been monitored manually, they are now sent via API into the CRM, which then has the intelligence to funnel these leads into call campaigns.

The Ultracomms platform uses these records to manage workflow so that contact centre agents now receive an announcement in their ear prior to contacting a lead. All the information they need, including the script and complete customer history,

appears as a preview on the screen, allowing them to maximise the efficiency of the call and enhance the customer experience.

The preview dialling feature is ideal for more complex customer interactions that Lifetime encounters, providing a seamless experience for the customer and reducing the need for the call to be transferred on to another agent.

Information from the call is now instantly logged into the CRM system and the Ultracomms platform has the intelligence to either reschedule the call, complete the record, or take it out of the system.

With built-in functionality and real-time reporting, the cloud-based platform means sales managers have all the important data they need at their fingertips, giving them the ability to monitor the entire lifecycle of leads and maximise employee productivity.





## The result

The Ultracomms platform has significantly improved the productivity and efficiency of the Lifetime sales team, reducing the operational requirements by 40 per cent.

With full OFCOM, DMA and PCI DSS compliance provided by Ultracomms' solution, Lifetime has full assurance that its contact centre environment is robustly meeting the legal regulations.

Ashley Scott, Head of Commercial Sales and Service for Lifetime Training, explained that the introduction of the Ultracomms platform had been transformational.

**"One of the key benefits is the huge amount of visibility we now have at management level. We can now see exactly what is happening with each record, each call, each dial list, and each campaign. The platform has incredible functionality and means we have huge amounts of data that we never had before. We can see in real-time how agents are performing and service levels – something that we were completely blind to before."**

Ashley added: "Introducing the Ultracomms platform was fuss free and we were provided with a fantastic level of support and guidance from the technical teams.

"Since launch we have made several changes using the self-service features which are easy and intuitive to use.

"I've been incredibly impressed by the ongoing support and advice we have been provided by Ultracomms. They are always on hand to answer questions and have helped us to tune the system to maximum effect which in turn has delivered enormous efficiency gains and performance improvements."

Summing up the benefits of Ultracomms, Ashley said: "If I left this business tomorrow and went to another organisation and we were looking to install a dialler solution – I would not even put it out to tender. I would just go to Ultracomms. Having had first-hand experience of the process and how painless they made it, it would be a no-brainer."

