

Case Study: Blue Square

Sector: Enterprise Internet Retail

Solution: Avaya Communication Manager (ACM)



About Blue Square:

Blue Square was launched on 5th May 1999 and is one of the largest interactive betting services in the UK. The product suite offered by Blue Square has grown from its traditional bookmaking business to now offer all aspects of the gaming market including casino, slots and poker with a goal to increase the product range in the near future. The fixed odds betting services covers many channels including the Internet, Interactive TV, WAP and telephone.

Blue Square was a wholly owned subsidiary of the InterCapital Group Ltd (ICAP) until January 2003 when it was acquired by Rank, one of the UK's leading leisure and entertainment companies. Rank's assets include casinos, bingo clubs and on-line gaming with a combined customer base of over 750,000 customers.



Solutions and services provided:

Since the companies launch in 1999 Blue Square has chosen to work with Sabre Telecom to design, install, support and maintain their Avaya Call Centre and back office telephony solution at two of their sites in London.

Recently Sabre implemented a project to migrate and upgrade Blue Square's Avaya systems to the latest software level, provide a new Witness voice and QM video recording solution for agent transactions and implement a customer feedback IVR solution for customer service calls. Additional database integration work was also carried out between the voice recording solution and Blue Square Orbis database.

Business Benefits:

Currently Blue Square is running at 100+ users and benefiting from the following features:

- Skills Based Inbound Call Centre
- 100% Voice Recording
- Quality Monitoring Video Recording
- Customer Feedback IVR
- Workforce Management Software Agent Scoring KPI's

What Blue Square said about Sabre Telecom:

"Blue Square have enjoyed a successful relationship with Sabre Telecommunications over the years proving their ability to support the organisation and business requirements, and provide highly skilled and professional people to support us and work on new projects; I would not hesitate in recommending Sabre Telecom as a competent supplier of voice and data communications".

"Should you wish any further information on the project, please do not hesitate to contact me".

Gordan Milinkovic
IT Services and Facilities Manager