

Case Study: The RedCat Partnership



OpenContact were chosen by The RedCat Partnership to create a bespoke Virtual Receptionist service, designed to ensure that vital business-related calls are always captured in an attentive and professional manner.

Industry sector

B2B Training
B2B Consultancy

Client Objectives

To answer every call directed towards the company, in order to respond to all queries and secure potential new business.

RedCat Partnership

The RedCat Partnership is an organisation that is run by two ex environmental health officers. They provide businesses, both large and small, with advice and training on health and safety, food safety and environment legislation.

With only three personnel, RedCat take an extremely committed and personable approach towards every client. They use their experience and expertise to fashion highly effective solutions, without resorting to needless 'bureaucratic box-ticking'.

The Challenge

In the health and safety industry, reliability and commitment are both essential qualities. RedCat needed to ensure that they could reflect these qualities through their customer service operation. Every single call must be answered; one missed call could be a client in a crisis, or new business lost.

Redcat could not provide this service themselves – they spend most of their time with their clients, and do not receive enough calls to justify developing an in-house team. They needed a partner who could ensure the capture of these calls, and answer them in a calm and professional manner.

The Result

OpenContact provide the RedCat partnership with a **professional and efficient front to their business**, all for a very low cost. The Virtual Receptionist service **secures RedCat business that otherwise would have been lost to competitors**.

OpenContact also provide inbound and outbound customer contact and fulfilment services to a wide variety of organisations. They have a fully web-enabled technical set-up and are equipped to provide customer service over the phone or by email, web, fax and post.

The Solution

OpenContact provided RedCat with a **Virtual Receptionist service** by way of a solution.

OpenContact's agents act as an **'Enquiries Team'** on behalf of RedCat Partnership - any call that RedCat are unable to answer themselves is automatically diverted to OpenContact. Calls are answered by live operators, who take the **caller's name, the details of their the enquiry and their contact information**, and pass these on to the RedCat team.

RedCat are then able to respond to these calls as soon as they can. This service suits their purposes far better than an answering machine; every caller is subject to a **highly professional experience** and is assured that their query is being dealt with **as quickly as possible**.

This is particularly crucial for RedCat's **prospective clients**. If calls were answered by a machine or an engaged tone, callers would be far more likely to hang up and approach a competitor instead.

OpenContact's Virtual Receptionist service is also vitally important in the event of **health and safety crises**. It is imperative that these calls are passed on as quickly as possible – OpenContact are always able to notify RedCat immediately when these urgent situations arise.