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power to you



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Callcredit Information Group**

Callcredit Information Group helps businesses to make smart decisions. It equips organisations to find the customers they are looking for - and to do a better job for the customers they already have.

Callcredit are experts in managing consumer data for businesses across every sector, within the UK and around the world.

By bringing together cutting edge technology and industry expertise, Callcredit gathers data that provides in-depth insights that ensure investment is sound and plans well founded. Better insight means better, more responsible decisions, accurate deployment and a closer relationship with customers.

Callcredit helps its customers accurately plan their marketing, retail operations and credit risk strategy, ensuring that customers are profitable and built on firm foundations. It has the tools to confidently verify customer's ID and intentions, and foster great customer relationships through real-time data and interactions.

The Group's customers include many of the UK's leading companies, including all of the clearing banks, several major international lenders, media communications businesses, and petroleum, automotive, power and retail organisations.

Employing over 700 UK based professionals located in Bristol, Chalfont and Leeds, together with international agents and offices in Japan, Callcredit is constantly investing in its own infrastructure to maintain and build its own capabilities as an innovative, flexible and highly responsive consultancy business.

Expensive to maintain

Vodafone has a long standing relationship with Callcredit dating back to the company's acquisition of the former Broadssystem business, and in 2008 delivered a new 300 seat contact centre in Bristol, facilitating a successful overnight switchover. Then in 2009, Callcredit placed its mobile contract with Vodafone too.

So when the Group decided to replace an old Nortel switchboard and telephony system at its Leeds headquarters, Vodafone was asked to submit proposals in a competition for the business.

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Cyril Law, Technology and Systems Director,
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Technology and Systems Director Cyril Law recalls the background: “We knew that we needed to replace the old Nortel system in Leeds. It was unsupported, expensive to maintain and it couldn’t be extended to meet our needs into the future.

“In a business like ours we need to constantly update our infrastructure so that we are in the best possible position to provide the level of service that we and our customers aspire to.

“Once we decided to replace it we needed to move very quickly to capitalise on advantageous circumstances.

“Vodafone won the contract in a competitive situation after which it was extremely helpful that there was an immediate trust and confidence that Vodafone had the skills, expertise, and most importantly given the desired timetable, the project management know-how to make the transition happen.”

Seamless transition

The Vodafone solution, based upon an Avaya platform, was executed within a two month timeframe and enabled a seamless transition from the old to the new with benefits accruing from day one.

Callcredit were able to utilise Avaya’s powerful Communication Manager Architecture to enable Leeds to enjoy the benefits of the telephony and contact centre applications at the Bristol data centre.

The survivable gateway allows Leeds to communicate seamlessly with the other Callcredit offices and enjoy an enhanced level of business continuity with locations being able to support each other in the event of unusual business circumstances and outages.

“Vodafone’s project management was really on the ball, in particular the preparatory work to get everything running in parallel prior to the switchover. We are very happy with our new system and the phones themselves,” comments Cyril.

“And it provides a number of additional opportunities – in the home working arena for example – for us to take advantage of in the near future.”

Callcredit’s strategic partnership with Vodafone now embraces its contact centre, mobile requirements and central telephony system, a consolidation that is producing significant cost savings and streamlined management and maintenance, while its customers see a modern and flexible business in action.

Significant benefits

- The solution was executed within a two month timeframe and enabled a seamless transition from the old to the new with benefits accruing from day one
- All Callcredit offices now communicate seamlessly producing an enhanced level of business continuity with locations supporting each other during unusual business circumstances
- Callcredit's new infrastructure helps the business to provide the level of service that it aspires to
- The solution provides a number of additional opportunities – in the home working arena for example – for the company to take advantage of in the near future
- Callcredit's partnership with Vodafone is producing cost savings and streamlined management and maintenance, while customers see a modern and flexible business in action

