



Contact Centre History

Is Hello Customer Contact Services a business or a not-for-profit organisation? The answer is both.

That's because it's a business established by the Royal Life Saving Society to raise funds used to prevent drowning. So when you use Hello, you're helping to save lives. At the same time, you're supporting much-needed jobs for regional Australia. That means a double social dividend.

The Hello Customer Contact Services business evolved when the Royal Life Saving Society established a 50 seat contact centre in Manjimup and a 50 seat contact centre in Bridgetown for fundraising and campaign tracking activities.

The Society was mindful of community expectations that fundraising proceeds should be used for their intended cause. By establishing the contact centre infrastructure and managing the fundraising process in-house, the Royal Life Saving Society was able to ensure third party organisations did not profit from the donated dollar. This was an important strategy in maintaining public confidence as well as achieving the best possible fundraising outcome.

In the process, a high quality customer contact business with a culture of service and integrity developed. In 2002 a key strategic decision was made to offer inbound and market research customer contact services at competitive commercial rates to other organisations, which would provide an income stream to raise further funds for the Society.

The broader scope of activities increased the skill of our staff, providing them with job diversity and options. This has resulted in a stable and experienced team that is highly motivated to provide exceptional customer contact services.

In 2006 the new 'Hello' brand was adopted. It was chosen because it is simple yet distinctive, appealing and modern, reflecting the friendly professionalism of our service.

Great customer service begins with Hello.

Customer contact is a vital element of any organisation's customer service strategy. Hello is a proudly Australian customer contact centre trusted by leading private enterprise, Government and non-profit organisations to deliver world-class outsourced customer contact services. We enhance client relationships and achieve results for your business through friendly, efficient communication. When you're ready to say hello to more effective inbound, outbound or market research communication, say hello to us.



Hello™

Customer Contact Services

For further information call 1800 730 333

Manjimup Call Centre

Cnr Brockman & Giblett Streets Manjimup WA 6258

Bridgetown Call Centre

Lot 962 Roe Street Bridgetown WA 6255

Tailored customer contact services

Capabilities

Customised services to meet the needs of you and your customers.



Customer Contact Solutions

Outsource your customer contact services to Hello and you can focus on your core business while we take care of your customers.

We'll answer your calls promptly and with a friendly 'hello' 24 hours a day.

Whether you need a helpful voice to field general enquiries or a fully integrated customer service solution, our systems and people will ensure your customers always receive the very best personal service.

Our unique reporting and data capture systems also enable you to accurately monitor and analyse calls made to your organisation at any time.

CLIENT CASE STUDY CUSTOMER CONTACT

Western Australian Government Department of Housing & Works

Schools, police stations, public housing and other State Government facilities need damage to be repaired quickly. Hello plays a vital role in managing the process. We receive requests, liaise with customers and allocate work orders to trades to ensure repairs are carried out quickly and efficiently.

- Assistance is provided 24 hours a day, seven days a week.
- Services are provided to over 100,000 customers each year.
- Over \$65 million of work is allocated to third party trades and repair suppliers.
- Customer contact is carried out in line with Departmental policies and procedures.
- The service includes data capture of processed work orders and daily electronic transfer.
- The scope of work also includes customised data structures for customers and suppliers, business rules covering agent response, rules for supplier allocation, automatic online faxing of purchase orders, automatic online dispatch of data back to the Department's mainframes and many other features.

Market Research Services

Hello can enhance your organisation's decision making by gathering information from your customers, prospects and target markets about their behaviour, needs, attitudes, opinions and motivations.

We provide a high quality information collection service using skilled staff so you can have complete confidence in the data and feedback obtained in a managed research environment.

Hello uses a leading Computer Assisted Telephone Interviewing (CATI) package for the collection and recording of data. The system has the capability to handle the most complex and sophisticated survey formats.

Backed by this state-of-the-art technology, our experienced team can effectively manage telephone numbers, callbacks and interviewer statistics as well as quota control. The information collected is stored in a format that's easy to export and evaluate.

We can manage whatever sample you wish to contact, whether it's existing customers, the general public or specific sections of the community.

CLIENT CASE STUDY MARKET RESEARCH

Community Safety Month

Initiated by the Office of Crime Prevention, the Community Safety Month is a whole of Government approach to raising community awareness of safety, injury and crime prevention throughout Western Australia. It promotes safety messages through television and radio media, newspapers, news, public events, direct mail and internet.

Hello evaluates the effectiveness of the Community Safety Month strategies by telephone survey. Information is also gathered on the relevance of the Community Safety Month messages and themes to ensure they are meaningful and relevant.

Sales Services

Hello offers a comprehensive range of telephone sales services. These include:

- Sales prospecting
- Lead generation
- Customer follow-up
- Fundraising services

Hello provides fundraising services to assist the following charities with their campaigns:

- Royal Life Saving Society Australia
- Surf Life Saving Western Australia
- Children's Leukaemia and Cancer Research Foundation
- SIDS & Kids WA
- SIDS & Kids NSW
- Asthma Foundation of WA

We boast a stable and motivated telesales team with years of experience in successfully gaining community support for these worthy causes.

We have also been at the forefront in developing best practice calling, list management, banking and reporting processes.

We provide our sales services to charities on a cost recovery basis.

This gives the supporters and the public confidence that the proceeds from their donations are used for the intended cause. Equally comforting is that the work is being delivered locally, creating employment in regional Western Australia.

CLIENT CASE STUDY SALES CAMPAIGN

Royal Life Saving Society Keep Watch Drowning Prevention Campaign

Drowning remains the major cause of preventable death in children under five years of age. Hello raises funds in the prevention of drowning by calling potential supporters, seeking their support, sending them information/ raffle tickets and receiving donations. Key to the success of these campaigns is the call management of past and potential supporters.



Hello Capabilities

Services - Hello's customer service capabilities include:

- 24 x 7 contact service.
- Expertise in the application of modern customer contact methods and technologies.
- Business continuity and disaster management capabilities. In the event that operations at one of our centres are disrupted, the service can be transferred to our other centre.
- A quality management system to deal with data control, archiving, security and off-site back-ups.
- Cost-effective, flexible service delivery – pay only for the services you use at competitive rates.

Infrastructure - Two state-of-the-art contact centres offer the capacity and flexibility to handle a range of workloads and call volumes.

- A scalable architecture that adapts to changing customer/enterprise communication needs.
- Connectivity to many media types and the flexibility to adapt to the changing media environment.
- A common repository for co-ordinating data flow.
- Functionality for delivering personalised service across all media.
- A platform for integrating business-specific applications.
- Underlying technology for administration and reporting.
- Our information technology includes a queue management system with optional automatic call-back, skills-based routing, agent performance monitoring and call monitoring.

Staff - Professional standards ensure excellence in customer service.

Hello has a flexible, highly trained workforce that is:

- Skilled to provide personalised service tailored to each client.
- Skilled in delivering information promptly in a friendly, professional manner that leaves customers with the impression they are well-served by people who are competent, empathetic, friendly and helpful.

Our Clients

Royal Life Saving Society Australia

Children's Leukaemia and Cancer Research Foundation

SIDS & Kids Western Australia

SIDS & Kids New South Wales

Surf Life Saving Western Australia

Asthma Foundation of Western Australia

Western Australian Department of Housing and Works

Western Australian Fire & Emergency Services Authority

Western Australian Department of Fisheries

Western Australian Department of Consumer Protection

Manjimup/Pemberton St John Ambulance Service

Western Australian Office of Crime Prevention

A Balanced View (ABV) Leisure Consultancy Services