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Unicom develops bespoke CRM system

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UK business telecoms provider Unicom has developed a bespoke CRM system to ensure business efficiency.

The in-house system has been developed with multi-functionality, including a ticketing system, document archive, report centre, direct debit and billing management system and lead generation tracking.

With one central system for all products and services, Unicom's customer service staff has instant 'touch of the button' access to the company's 80,000 strong client base.

The system consolidates services into one central portfolio and has a full customer transaction history, including full documentation relating to customer accounts.

This development follows Unicom's work with third party integrator Singularity to achieve 'business as usual' (BAU) status on Wholesale Line Rental 3 (WLR3). The standard enables providers to access standard PSTN, ISDN30 and ISDN2 lines.

Commenting on the new CRM system, Unicom operations director Chris Earle said: "We have tailored our system for maximum efficiency to ensure its functionality meets our business requirements.

"The beauty of an in-house product is every element of the service is relevant and its flexibility allows a platform for growth, for example we have now integrated additional services in line with our new mobile phone range for the business market.

"It has been a mammoth project which has taken several years to complete, but we now have a fantastic system that allows us to access comprehensive data instantly and to which we can add new products very quickly. We expect it will provide us with a real competitive edge."

Visit www.switchingon.com for further details about Unicom.

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About Unicom

www.switchingon.com

Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband, mobile and website services to 80,000 small businesses throughout the UK. Unicom has an annual turnover of over £45m, and employs 500 people at its 10 regional offices situated around the UK.

Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.

Unicom's mobile customers only pay for the calls and services they actually use, the package also offers one complete bill and one contact number for all telecoms services.

Unicom has a directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 35% cheaper than 118 118, and 53% cheaper than 118 500. Calls from other networks may vary.

Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index.

In October 2009 Unicom became ISO 9001:2008 certified and in 2009 was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors.

For the year ending April 2009, Unicom reported pre-tax profits of £11.2m on a turnover of £44.5m (with profits up 14.3% and turnover up 7% from April 2008). Unicom expects profits to be in excess of £12m on a turnover of more than £48m for the current year.

Unicom is a patron company of The Outward Bound Trust.

For further information and photographs contact Natalie at RMS PR, email natalie@rmspr.co.uk or call 0161 927 3131.