



www.11890.ie

Overview

- The Coolest DIRECTORY INQUIRY SERVICE in Ireland
- 40,000 Calls per Day
- 9 million Calls per Year
- HIGH PRESSURE ENVIRONMENT
- RENEWAL of their TRADITIONAL PHONE SYSTEM

11890
DIRECTORY ENQUIRIES

**CEB WMBreakthrough
Award 2008 Nicola Byrne,
11890.**

This Award is directly linked to WMB Magazine. Since it's inception, WMB has included a feature entitled 'Women Who Launch' - women who have set up in business for themselves in recent times. The award is presented to the Company who, in the judges' opinion, shows the greatest promise of expanding their business offering. - Rosemary Delaney, Editor, Women Mean Business

**11890 scoop major
International Marketing
Award in Las Vegas.**



11890 has been named as the winner of the prestigious 118 Tracker Award for the Best Marketing Campaign.

'The 118 Tracker Awards, judged by our panel of independent, international judges are only awarded to organisations at the forefront of directory enquiries. The Marketing Programme of the Year Award has been awarded to 11890 for its innovative and comprehensive approach to creating a niche for itself in an intensely competitive environment while never losing sight of the value proposition to its customers.'

Martin Ashfield,
Director 118 Tracker Awards.

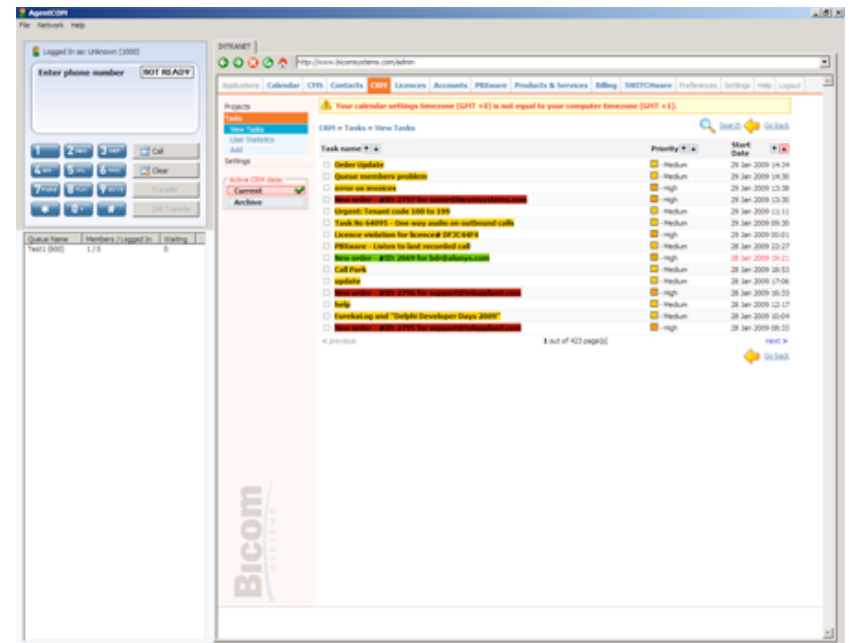
Challenge

1. Improve EFFICIENCY
2. Improve RELIABILITY
3. Improve ERGONOMICS
4. To LIBERATE



Solution

- PBXware CALL CENTER Edition
- OPEN STANDARDS Hardware - Redundant Sever
- Inbuilt Statistics
- CRM Lookup
- AGENTCOM :
Single Desktop Screen for Agent



Results

SYSTEM NOT CRASHED

35% Gain in Productivity

Huge Reduction in Costs

Agents have much happier WORK PLACE

Supervisors CONTROL System and Agents

LIBERATION from Traditional Vendors

