



## multiple choice

Innovapost, a division of Canada Post, needed a fully functional, multi-channel contact centre — without the cost of owning one.

### solution benefits

- improved customer service through call centre integration across voice, fax, e-mail and web
- cost optimization — no upfront investment, per-seat charge covers maintenance, support, upgrades
- solution scalability to match business demand

It started with teenagers, but now adults are doing it too. Instead of picking up the phone, they're using text messaging, e-mail and Web chat for more and more of their communications. And marketers are paying attention.

They know that to maintain a competitive edge, they have to be available to their customers any time, anywhere and any way.

So they're looking for contact centre solutions that offer more than just toll-free inbound calling. They're looking for multi-channel capabilities.

This doesn't have to be an expensive proposition. Thanks to TELUS CallCentreAnywhere™, a hosted software solution, it's now possible to access all the features of a fully functional, multi-channel contact centre without owning a centre of your own. And that was exactly what Innovapost, a subsidiary of Canada Post, needed for a recent pilot project with Canada Post.

### *fetch*™ gets it

Canada Post had identified a market niche and wanted to test a unique service designed to fill it. *fetch* allows consumers to ask for more information, samples and offers about products or services they've seen advertised, without providing the advertiser with any personal information such as an e-mail address.

When consumers see the *fetch* symbol in newspapers, magazines or outdoor advertising, or when they hear the *fetch* sound on the radio, they can call a toll-free phone number, send a text message from a mobile phone or log on to the *fetch* Web site. *fetch* delivers the requested information, sample or offer to consumers on behalf of the marketer. Advertisers have an innovative, cost-effective way to reach consumers, maximize their media spend and almost



Warren Tomlin, Director, Canada Post

“TELUS’ CallCentreAnywhere Solution gave us the flexibility we needed in the early stage of launching *fetch*.”

Warren Tomlin,  
Director, Canada Post

instantly track and adjust campaigns.

Consumers have complete control because *fetch* leverages their trust in Canada Post and respects their growing concerns over privacy, identity theft and spam.

### the pilot

While *fetch* was an appealing idea, Canada Post wanted to test it before launching it nationally. That meant it couldn't be run over any existing Canada Post systems. “We wanted to isolate *fetch* into its own world,” says Christine Hamilton, Senior Consultant with Innovapost.

“We didn't know how it was going to go or what would come out of it, so we needed a very flexible tool that we could customize on the fly.”

the power  
of flexibility

Call centre loads can change; usage patterns shift, new introductions create new demand. Flexible solutions can be enormously empowering.

— Brian Sharwood, SeaBoard Group

Initially, it seemed that all the available solutions were time-consuming and required considerable up-front investment.

Then Dave Laquerre, Innovapost's Senior Consultant, Application Management and Development, Telephony Services, heard about CallCentreAnywhere.

“It wasn't ready yet,” says Laquerre, “But I told TELUS we need it now. They allowed us to have it a couple of months early.”

CallCentreAnywhere is hosted by TELUS and leased on a monthly “per seat” basis. It offers full multi-channel capabilities, can be up and running in as few as 12 days and includes all maintenance, support and software upgrades.

The *fetch* pilot was launched in January, 2005 with excellent results. “Most requests come in through text messaging and the Web,” says Hamilton. “CallCentreAnywhere gives us the ability to handle everything.”

### contingency plan

Hamilton is impressed with CallCentreAnywhere's built-in reporting capabilities. They allow her to manage the entire solution virtually, without anyone physically monitoring the agents.

The application also delivers what Hamilton calls “a contingency plan built right in.” When network power problems affected the Ottawa office, the *fetch* agents worked from home, quickly and easily connecting over their regular phone lines and Internet connections.

In addition to its success in Calgary, *fetch* was recently nominated for a World Mail Award in the Innovation, eCommerce and Marketing categories.