



Infoserve Ltd
Leeds, England
www.infoserve.group.com

Industry:

Professional Services

Annual Revenue:

US\$6.7 million

Employees:

160

Oracle Products & Services:

Oracle Database



Oracle Partner:

Explorer (UK) Ltd
www.explorer.uk.com

“Explorer’s technical skills, industry knowledge, and commitment to our goals have enabled us to build a bespoke yet flexible sales management solution that will power profitable expansion.” –

Derek Oliver, Operations Director,
Infoserve Ltd



Infoserve Cuts Development Costs by 30% While Scaling up Performance and Profitability

Infoserve Group PLC is one of the leading players in the UK online local search market. Infoserve enables its business customers to be found online across general directory and industry specific websites and digital TV. Infoserve, which currently lists approximately 3.5 million SMEs in its family of online business directories, offers its customers opportunities to achieve greater consumer awareness through a range of products including enhanced business listings and improved positioning, website creation, advertising banners and SMS marketing solutions. Infoserve is one of only three Google™ AdWords™ Authorised Resellers in Europe, and our product portfolio includes the local search facilities on Yahoo!.

Challenges

- Build a resilient customer relationship management platform capable of delivering near 100% availability for up to 500 sales agents, each making 150 calls a day to prospective new clients
- Gain the scalability to manage the 3,500 outbound campaigns running concurrently that drive Infoserve’s continued growth
- Leverage out-of-the-box development techniques to enable Infoserve’s three-strong team of data managers to create thousands of new campaigns each year rapidly and at low cost

Solution

- Commissioned Oracle Certified Advantage Partner Explorer (UK) Ltd to implement Oracle Application Express, a Web-based, database-centric application development tool
- Chose Explorer for its specialist expertise in enterprise IT solutions and in-depth understanding of Infoserve’s business
- Benefited from Explorer’s skills to build “Gems”, a complete customer relationship management and end-to-end campaign management application for sales and call center agents
- Built and deployed Gems in two months using Explorer team
- Leveraged metadata-driven tools in Oracle Application Express, plus knowledge transfer from Explorer’s consultants, to build campaigns in-house and cut development time by 30%
- Capitalized on intuitive development tools to boost agent productivity with easy-to-use applications that have enhanced staff retention in an industry characterized by high turnover Exploited the powerful search capabilities of Oracle Text to identify close matches when building new campaigns, which has improved targeting accuracy and increased conversion rates
- Used Oracle Advanced Replication to duplicate Gems data at Leeds and Darlington contact centers to ensure continued availability for Infoserve’s most business-critical application
- Exceeded 99.99% uptime and established scalable basis for creation of a third contact center and continued business growth