

Case Study

Centaur Media PLC



About Centaur

Centaur Media PLC is a leading UK-based business information and media group that provides marketing and information solutions to buyers and sellers within several high value professional and commercial market communities. Its principal focus is on digital solutions, supported by a strong portfolio of events. It currently operates in 10 vertical market sectors and its core strategy is to lead selected market communities with a diversified yet complementary portfolio of market-leading content-based marketing brands, events and business-critical information and workflow solutions.

“Macfarlane have provided us with excellent support and advice enabling us to concentrate on increasing customer satisfaction and retention”

Nathan Maxwell



The Challenge

Centaur approached Macfarlane to empower its customer services team with technology. It wanted to get away from constantly ringing phones on desktops and provide tailored first-class customer service to subscribers and non-customers alike. At the time, it had no easily accessible method of obtaining call data and outcomes.

“We have leveraged the investment made with Macfarlane to provide great service at outstanding value to the business over the length of the relationship, and look forward to Macfarlane continuing to keep us at the forefront of customer contact centre technology and processes”

Nathan Maxwell
Customer Service Manager



The Solution

Macfarlane provided Centaur Media PLC with the UK's first software-based Contact Centre System. Amongst its many advanced features was a Management Information Statistics module that transformed Centaur's reporting and intelligence around why people were calling and what then occurred within the organisation.

Following a successful implementation and bedding in period, the Macfarlane Contact+ system became a key part of Centaur's customer contact strategy for customer service. Over time, the number of customer service agents grew and the breadth of services offered through the centre expanded.

A very close working relationship was built between the two companies with Macfarlane using its wide-ranging industry knowledge and experience to assist Centaur in building a robust and forward-looking customer contact plan. When Centaur moved to new offices, Macfarlane was able to assist and worked out-of-hours to help achieve this.

“Macfarlane have demonstrated a broad range of technical and commercial abilities that made the installation happen on time and on budget. Further upgrades and additions have also been executed to the same high standard. The system has exhibited a strong level of reliability and robustness”

Steve Moore



The Value

Macfarlane's expertise, experience and technology has enabled Centaur to concentrate on providing excellent customer service and innovative features to its readership and event attendees.

The implementation of Macfarlane's latest multi-channel customer contact centre system, Contact+, will ensure Centaur is able manage contacts well into the foreseeable future.