

GROW YOUR BUSINESS WITH US

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MaxContact

# CLIENT SUCCESS STORY



**chameleon**  
CUSTOMER CONTACT

**Chameleon Customer Contact, an Australian-owned, customer contact and outsourcing specialist, established in 2011 by a group of experienced direct sales, merchandising and marketing industry leaders.**

# THE CHALLENGE



Chameleon had been using their previous supplier for a number of years. Although generally happy with the system there was a huge pain point when it came to billing. The previous supplier's billing system and pricing model was too complicated to suit Chameleon's business needs.

**“We needed a simple and competitive pricing model with the scope to accommodate our unique requirements. Fundamentally, the decision to change was driven by the flexibility and comprehensible billing system offered by MaxContact.”**

Vilma Alvarenga- Contact Centre Manager

Chameleon were sticking with their existing provider as they initially did not want the upheaval of changing to another solution.

With a very experienced management team, Chameleon were cautious about changing supplier. They understood the consequences if they made the wrong choice. For this reason they were very thorough in their selection process.

MaxContact were able to offer Chameleon a free trial of the system. This allowed them to use the system and make a true appraisal of it before committing to the change. After a few days Chameleon were sure they had a quality system available.

**“The opportunity to use the system on a 30 day free proof of concept was fantastic.”**

Lee Dore- General Manager

# THE PROCESS



Chameleoen were made aware of MaxContact via a business contact who was helping them with the transition. They were impressed with MaxContact mainly for the following reasons:

- Quick response from initial enquiry
- Excellent initial web demonstration
- Open & honest sales process
- Extra time spent showing more details after initial demo.
- Follow up in person before the on boarding stage

From the very first meeting and demonstration of MaxContact, Chameleon were extremely impressed with the solution. They had a number of questions and concerns during the decision making period and wanted to ensure that the MaxContact system was going to satisfy their needs. These queries were answered compentanty by the MaxContact team, this gave Chameleon the confidence that they were making the correct decision.

MaxContact sent a member of the support team to site for go-live day. Although Chameleon had been trained on the system, this gave them peace of mind that they had a knowledgeable contact there to help with any questions.

**“The Support team were quick, efficient and collaborated well when setting up our system. The level of professionalism across the whole migration process was commendable. They handled our requests with competency and the urgency required in this industry.”**

Vilma Alvarenga- Contact Centre Manager

# THE RESULTS



Chameleon have settled in to using MaxContact and have experienced 100% up-time of the service. They have inbound and outbound campaigns running in Australia and New Zealand.

Although Chameleon say that MaxContact's support is excellent, they have also been fully trained on the solution so they are able to make changes themselves. If they need to contact support, Chameleon know that they will get an answer and an actioned response from MaxContact.

MaxContact has a series of out of the box standard reports which, virtually provided Chameleon with every stat they needed. After a few weeks, a couple of custom reports were built and Chameleon now have everything they need.

“There is always apprehension when changing IT solutions, naturally the agents had some reservations, but they are very happy now. They love the real-time dashboard and reporting capabilities. From the Administration perspective, we found the sophisticated reporting and dashboards incredibly useful to monitor performance and plan effective sales strategies. Most importantly these reports enable us to keep our clients up to speed with real-time results.”

Vilma Alvarenga- Contact Centre Manager

# THE RESULTS



**SALES -  
1000+  
PER WEEK**

**DROPPED  
CALLS -  
0%**

**DMCS -  
(DECISION MAKER CONTACTS)  
97.6%**

**UP TIME -  
100%**

“We are beyond pleased with the level of service and support provided to meet our objectives and expectations. The implementation process was seamless and allowed us to continue without any major distractions.”

Vilma Alvarenga- Contact Centre Manager

**Outbound**  
**Inbound**  
**Omnichannel**  
**PCI-DSS Payment**  
**Collection**  
**Work Force**  
**Management**  
**Speech Analytics**  
**Automation**  
**Scripting**  
**Reporting and MI**  
**Integration**

