

CUSTOMER SPOTLIGHT


Don't Let Outdated Telephony Hardware Slow You Down

Unifying Contact Centers Regardless of Location, Hardware Infrastructure or Agent Count

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While contact center leaders are proficient in managing the complexities of agent-based centers in order to provide excellent customer support, the world of telecommunications, telephony hardware, and long distance service providers can be foreign, confusing and distracting. As hardware ages and disparate systems barely function as a whole, operators need technology solutions that keep their contact centers running without a huge capital outlay to update their infrastructure. Additionally, contact center operators must achieve a faster positive ROI, while gaining the opportunity to stay focused on agent improvement and workforce optimization needs.



inContact helps contact centers solve these telecommunications complexities while lowering operating costs so they can focus on the agent and customer experience.

INTRODUCTION: THE CONNECTIVITY CONUNDRUM

Frequently, organizations that operate contact centers are faced with the challenge of having to work with unfamiliar or outdated telephony equipment. Frustrations range from having to get a few more years out of legacy telephone equipment to having disparate systems that evolved either through growth or acquisition. As contact centers grow and telephony equipment ages, organizations struggle to deliver a consistent agent and customer experience while also juggling varying voice and IP service providers, dueling network infrastructure and scattered or lacking key performance indicator (KPI) reporting.

Other contact centers may face challenges in deciding what connectivity approach to take in order to stay up with rapid growth, deploy a distributed workforce or achieve integration with line of business applications. The range of needs can also include international routing difficulties or issues relating to equipment failures and service problems. inContact helps contact centers solve these telecommunications complexities while lowering operating costs so they can focus on the agent and customer experience.

UNIFYING AGING AND DISPARATE HARDWARE

Aging or disparate hardware can be especially limiting to the critical requirements of the call center. This old equipment creates a functionality barrier that causes deficiencies in the customer's experience as compared to the feature richness found in more modern equipment.

Mounting challenges develop as the IT staff works to make this jumble of equipment meet the simplest daily needs, such as

reporting and extracting performance data. Often a company is left with three choices: rip-and-replace, do nothing, or implement a system that can improve operations while maintaining the existing hardware. A rip-and-replace strategy is facilitated by removing old telephone equipment and replacing it with Voice over IP (VoIP) phones and network devices. However, the large capital expense associated with a rip-and-replace approach is often not an option, as is doing nothing.

inContact can help by overlaying on existing equipment. By delivering T-1, PRI, DS3 lines, SIP trunking or even digital-to-VoIP conversion equipment to a customer's existing telephony architecture, the customer adds the intelligence of inContact's call routing capabilities. This solution is achieved without any hardware upgrades most often resulting in huge cost savings.

Washington Information Network (WIN) 211, a coalition of local providers of information and referral services, faced many of these challenges. WIN 211 is represented by more than 30 independently operated organizations. They needed a solution that could interoperate the many types of existing telephone equipment for eight geographically dispersed call centers and provide rapid scalability.

The inContact solution and telecommunications specialists transformed this disparate set of telephone equipment. Before inContact, there was minimal reporting and no real way of communicating relevant KPI information back to the headquarters. Once implemented, inContact changed the speed, accuracy and relevance of the information being reported to WIN 211, making them exponentially more effective at serving their customers.

Additionally, inContact provided huge cost savings over the premise-based competitor they were considering. The premise-based competitor required a \$640,000 upfront investment, while the implementation of inContact was less than \$106,000.

Similarly, an auto parts distributor was faced with outdated telephone equipment at its nationwide customer service centers. It wanted to add advanced contact center features and functionality over aging equipment that was not going to be replaced. VoIP was not an option since they needed to maintain existing hardware for at least another three to five years.

The parts distributor struggled with both unifying their centers and keeping pace technologically with other service organizations that had more features in their offering. inContact provided a solution that consisted of intelligent call routing and workforce management technology, all layered over the existing hardware.

UNIFYING HARDWARE ACQUIRED THROUGH MERGERS & ACQUISITIONS

A contact center acquisition typically means the inheritance of telephone equipment that is different from what exists within the parent company. The differences between the existing equipment and the newly acquired equipment often leave an IT staff frustrated and management at a standstill.

Graco, a supplier of technology and expertise for fluid management systems, suffered from these kinds of complexities after a number of acquisitions. The company's existing premise-based Nortel system couldn't take the customer experience to the next level or allow for remote agent access.

The company wanted to provide a seamless interdepartmental call flow for customers and monitor all contact center locations, including remote agents, from one centralized dashboard. After looking at AT&T, Verizon, Aspect and others, inContact offered the most complete solution to minimize their capital expense and IT department pressure. The inContact implementation also made it simple to achieve effective skills-based routing and call load balancing across its various customer service and tech support queues.

Another client grew quickly through acquisition of other similar businesses with dissimilar telephone solutions already in place. Upper management would not fund new systems to help unify the hardware at all locations. One location had a very old Rockwell system, another location had a five-year-old Avaya solution and yet one more location utilized an open source IP PBX system.

Each of these solutions, while top-of-the-line in its day or capable of delivering calls to agents independently, suffered in their disparity. When attempting to bring them together in a cohesive solution, the parent company ran into many challenges.

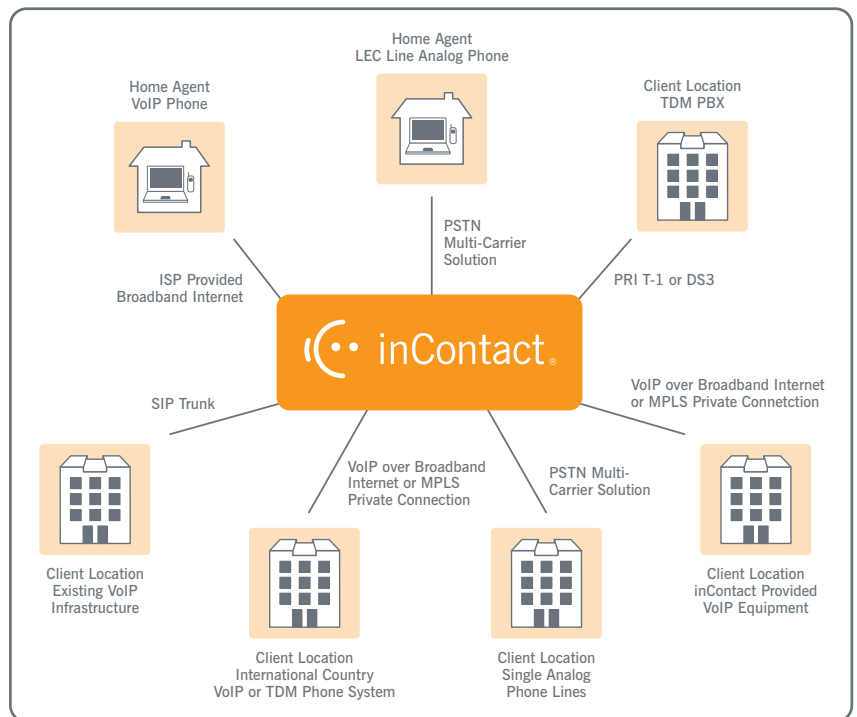
The IT organization was faced with trying to support different systems and generate



inContact was the ideal solution for this customer as the intelligence of the IVR, ACD and skills-based routing allowed calls to be front-ended by inContact, and held in queue before routing to the right agent with the right skills in one of the three previously disparate centers.

reports that would be relevant to management on the contact center floor. Additionally, they did not have a unified ACD that would intelligently route calls to different centers, despite agents in multiple centers having cross-over skills. Each center had to over trunk their connections to a public switched telephone network (PSTN) to accommodate for the highest call volume or peak periods since each center was acting as an isolated unit.

inContact was the ideal solution for this customer as the intelligence of the IVR, ACD and skills-based routing allowed calls to be front-ended by inContact, and held in queue before routing to the right agent with the right skills in one of the three previously disparate centers. Beyond the cost savings associated with not allocating capital expenses on new equipment, this company realized substantially increased call routing efficiencies and reduced trunking needs at each location.



VOIP, TDM OR BOTH?

Many hosted contact center solution providers would have you believe that the best (and sometimes the only) solution is to remove all of the legacy telephone equipment and replace it with their recommended VoIP equipment. inContact understands that there is not one single best technology solution for all contact center customers. Some contact centers can and should follow the rip-and-replace strategy, while others still have a lease or life left in legacy equipment. Others are simply unsure of the stability or voice quality of a VoIP infrastructure.

Because of our background in telephony and network connectivity, inContact can easily meet your infrastructure needs, whether it is VoIP, TDM or a combination of both. inContact is unique in that it has trained professionals who consult with customers to discover their needs and limitations before providing the right solution.

inContact understands the connection complexities of a PSTN, the myriad of variables in differing PBXs, key systems, channel banks and other telephone premise equipment. We work with all of these

types of infrastructures and layer in a level of intelligent call routing that not only upgrades, but changes the way contact centers operate.

TMS Health, an outsourced service provider, uses inContact for its two contact centers totaling 450 total seats. When they acquired the second contact center in Johnstown, they knew they needed a solution that could be deployed within 30 days. They began looking for a call routing solution that provided better scalability and cost savings and decided to take a blended approach to their connectivity. They deployed a VoIP solution for their center in Johnstown and implemented a TDM overlay at their center in Boca Raton. Overall, TMS Health achieved a plan for disaster recovery, unified multiple contact center sites and advanced their growth strategy with the inContact hosted platform.

SCALABILITY: PAY FOR WHAT YOU USE

Call volume fluctuates for many companies throughout the year, due to seasonality and company expansion. This kind of growth can come in many forms—adding agents to your existing center, expanding or acquiring an additional physical center, or adding at-home agents to your workforce.

It makes sense then to have only the necessary connectivity and software infrastructure to suit current needs instead of paying for the maximum number of ports at all times. Because inContact is offered in a Software-as-a-Service (SaaS) platform, our technology is scalable to meet a customer's changing needs. The pay-as-you-go model allows for growth in agents and call volume, and doesn't require payment for seats or lines that aren't being used.

Costume SuperCenter scales its business on an annual basis as it ramps up and down for the Halloween and New Year's seasons. From September through early January, the company ramps up to approximately 70 agents, most of them home-based agents. Throughout the rest of the year, it has approximately five agents who work in the company's brick-and-mortar call center. inContact makes this annual upswing extremely simple and decreases this customer's business costs since they are only paying for what they use.

DISTRIBUTE YOUR WORKFORCE

A remote workforce or "stay-at-home agents" has become a very viable solution to replace or complement the traditional brick-and-

mortar contact center. Companies that have implemented a remote agent program have reported results such as a 25 percent increase in sales, a 40 percent increase in customer satisfaction¹ and agent productivity², and as much as a 90 percent decrease in corporate real estate costs³.

One such customer, SupportSoft, a remote technology service company, decided to shift from an outsourced contact center solution to an in-house center to improve the customer experience. In doing so, the best strategy for them was to become as lean as possible with minimal overhead. This strategy included having hundreds of agents without the overhead of a single brick-and-mortar contact center.

This company worked with inContact to deliver a simple, consistent contact center solution for all of their 200 plus agents throughout North America. By developing a turnkey telephone equipment model where each agent receives the same box, a simple set-up guide and new telephone number, shipped from inContact's equipment division right to the agent's home, an agent could be on the phone within minutes after receiving the package.

This model of equipment standardization and simplification allowed this company to grow quickly, and save millions of dollars on capital and operating overhead, all while delivering a consistent experience for both the agent and customer. Their current plans include expanding into international destinations using this same growth model.

INTEGRATING CRM AND CALL HANDLING TECHNOLOGIES TOGETHER

According to Gartner, CRM adoption in contact centers continues to grow and forecasted revenues in this market are expected to more than double from 2006 to 2012⁴. As the market for CRM becomes the industry standard, competitive positioning will require that the ACD and CRM communicate closely with one another in order to achieve improved metrics and reporting, more efficient routing, and increased agent handling.

Because the inContact platform was designed to be open and flexible, it has the capability to integrate tightly with various hardware and line of business solutions. Not only can it overlay an existing PBX, but inContact can also communicate simultaneously with many CRM systems.



From the beginning, inContact was built as a true multi-tenant platform in order to address a business's unique needs and workflows, while allowing our customers to retain system control.

One client, Hall Automotive, a MileOne car dealership group, experienced the pain of not having their database and call handling technologies integrated. Prior to inContact, the company was manually dialing over 11,000 monthly calls on behalf of 15 dealerships. Additionally, the company needed to centralize their sales and marketing customer contact activity on an estimated 700 toll-free numbers. Hall Automotive knew they needed automation technology to improve their call handling productivity and keep their labor costs at a minimum. By using inContact, the company has experienced a positive ROI through an increase in sales and customer satisfaction rates while decreasing agent staffing. Overall, the company improved outbound productivity from 11,000 to 30,000 calls per month.

From the beginning, inContact was built as a true multi-tenant platform in order to address a business's unique needs and workflows, while allowing our customers to retain system control. We have integrated with over 100 different CRM systems, and the inContact software is pre-integrated with Salesforce.com and Microsoft Dynamics CRM.

SOLVE INTERNATIONAL CALL ROUTING CONCERNS

Whether customers follow the model of outsourcing their contact centers to foreign countries or have global operations with centers in multiple countries, the global reach problem has plagued enterprises and contact centers for years. Difficulties include managing contact centers in other countries with varying standards in connectivity, routing and porting; additionally there may be language or time zone barriers.

Contact centers need experts outside of their organization to manage this sometimes complicated but necessary piece of their contact center business. inContact can help solve this nagging problem by utilizing partners in many countries throughout the world. We use our deep-rooted experience in connectivity to utilize multiple protocols for both inbound and agent termination call legs. Our existing infrastructure supports all 12 of the countries where we currently have a presence.

As a Toll Free Responsible Organization (RespOrg) in North America and by utilizing partnerships in multiple countries, inContact can route toll-free numbers from origination points across the globe. The call is placed into the inContact platform for intelligent call handling before terminating the previous leg of the call from an international destination.

Virtually all options known to the telecommunications industry today for call origination and termination can be facilitated by the inContact connection options and intelligent routing engine. Origination options consist of: North American toll free numbers, ITFS and UIFN numbers, international local numbers, and U.S. based local numbers. Termination options to agents include: single business lines, T-1, PRI, DS3, Ethernet, VoIP, and SIP trunking.

inContact works with a number of contact center outsourcers with operations outside of the U.S. to provide a consistent level of service across all locations, regardless of geography. One such company is Call Center International (CCI), a U.S. based company with operations in Lebanon, which selected inContact for call routing,

eLearning and workforce management. CCI wanted to find technology that would enable them to avoid complex hardware provisioning issues while providing a ready-now platform for their inbound and outbound activity needs. inContact was the perfect solution because of its quick implementation time and scalability. CCI's inbound calls are routed through inContact's redundant facilities in the U.S. and re-routed via dedicated IP/VoIP channels to the center in Lebanon.

QUICKLY IMPLEMENT YOUR SOLUTIONS

Beyond the connection choices that customers face, the speed of implementing a new contact center often varies greatly depending on the infrastructure complexity, the range of solutions needed and the type of call center. An implementation can range from several months, to only a few weeks or even days. An expedited implementation may be critical to a company facing equipment failures, service provider problems, or the launch of a new media campaign.

A popular video game manufacturer was faced with a sudden influx of calls during the holidays – much greater than the typical flow during this already busy season. The company had just contracted with inContact for its call routing, and needed a platform with the flexibility to be able to receive and route the sudden spike in customer calls. By working quickly with inContact, the implementation of a basic call routing infrastructure was completed over a weekend in order to meet the company's scalability needs.

Another customer, a vehicle auction company, needed to centralize their telecom infrastructure to provide support for their five dispersed business units. The company had been using a PBX with auto-attendant at the corporate office, but it was unable to distribute calls beyond that location. inContact was able to design, program, test and deliver a solution within six weeks. With inContact, this company attained detailed reporting, logging capabilities, centralized administration and management while no longer being restricted by onsite equipment.

CONCLUSION

Before taking a rip-and-replace approach to old or disparate hardware, consider that the inContact solution can unify hardware systems by layering over your existing PBX. inContact also allows you to maintain your existing

telephony configuration, regardless of whether you use VoIP, TDM or a mixture of both.

Additionally, inContact can give your company the ability to get the right contact to the right person with very minimal infrastructure cost and a very quick ROI. Contact centers no longer have to suffer because they either didn't have the breadth of tools, or the prohibitive costs kept them from being able to implement the right solution.

The inContact suite of products is not just a unique solution that addresses these frustrations; inContact is a company with decades of experience. inContact has its roots in the telecommunications industry, with expertise ranging from traditional telephony to experience helping customers navigate newer technologies like VoIP, SIP trunking and unified communications.

In fact, inContact's operations department has a combined 800 years of telecommunications experience within the hosted contact center space; including technical support, customer premise equipment, circuit and application implementation, troubleshooting, repair and carrier relations.

inContact has the necessary back-end implementation and support specialists to accommodate most any customer timeline. With professionals who consult on the need, scope out the work to be performed, build scripts, install circuits, and test and turn up applications, our customers can leave the details behind while they continue serving clients and making sales.

THE INCONTACT ANSWER

inContact® offers a complete, integrated solution, which includes:

PROVEN TECHNOLOGY

- Over 10 billion calls handled
- On-demand solutions for call centers since 2001
- Deployed in approximately 600 call centers of all sizes
- Industry's best published SLA of 99.99%
- Over 300 employees dedicated to your success

CONTACT HANDLING

- Full-featured ACD with skills-based routing (phone, email, fax, chat)

- Easily integrates with your existing PBX
- CTI, IVR, and automatic speech recognition
- Drag-and-drop call routing control
- Call logging and recording
- Outbound dialing

WORKFORCE OPTIMIZATION

- Hiring
- eLearning with patented RightTime™ technology
- Customer surveys with real-time feedback
- Workforce management with scheduling, forecasting, and strong agent/manager interaction
- Tight integrations into the industry's best CRMs

NETWORK CONNECTIVITY

- Multiple carrier options
- Multi-protocol connections
- Fast and simple to scale
- Unifies multi-center organizations on disparate switches
- Geographic, carrier, machine and POP redundancy

Find out how inContact is helping hundreds of contact centers significantly reduce costs while simultaneously increasing their customer satisfaction levels. Call 1-866-508-3456 today, or visit www.inContact.com for more information.

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inContact

7730 S. Union Park Ave.
Suite 500
Salt Lake City, UT 84047

866-508-3456

www.inContact.com

