

McMILLION RESEARCH WINS NEW BUSINESS WITH SER'S GATEWAY CTI MIDDLEWARE

McMillion Research (www.mcmillionresearch.com) has been renowned as a leading national data collection and market research company for over 20 years. With approximately 175 employees serving America's top companies, associations, and government agencies, McMillion Research's methods include telephone interviews, focus groups, mall intercepts, national recruiting, litigation research, and one-on-one interviewing. For McMillion, the ability to serve clients largely depends on the ability of its dialing software to integrate with each client's own technology environment as well as with McMillion's existing applications—particularly those from CfMC, Computers for Marketing Corporation.

In addition to a proven interface to CfMC and client hardware, McMillion wanted a dialing system that was reliable—one that could provide uninterrupted service to guard against dropped calls and ensure continuous productivity of research agents.

EASE OF INSTALLATION AND SEAMLESS INTEGRATION

McMillion Research purchased SER Solutions' Gateway predictive dialer in January 2002. With the exact goal being to win business from a specific customer, McMillion Research was under "a tight deadline to get the system up and running," says company president Gary McMillion.

Gateway's ease of installation and implementation made meeting the deadline a breeze. "The people who installed the system were absolutely wonderful," says McMillion. Within two weeks of installation, agents were using the system for live calls. In fact, Gary McMillion characterizes the implementation as "unbelievably quick, without any problems. The people that SER Solutions sent to work with us were very knowledgeable."

With Gateway, McMillion Research is experiencing seamless integration of the predictive dialing solution with its host system and existing applications—including those from CfMC. Gateway handles the entire dialing process, including list management and call handling. It automatically schedules redials and filters out non-productive dials, increasing McMillion's outbound call efficiency.

When a live connection is made, Gateway sends the call to a McMillion agent and requests that the host send the appropriate record and script to the agent's terminal. Gateway's integration of McMillion's terminal displays with telephony functions enables the research firm to increase its return on investment in existing software while streamlining operations.

FELXIBILITY AND SCALABILITY

Some of Gateway's most beneficial features to McMillion include high-speed voice recognition, which allows agents to hear the first "hello" so

RESULTS

- Fully operational within two weeks
- Increased return on investment in existing hardware and software
- Streamlined operations and increased productivity



"My managers just rave about using this product and about how much easier this dialer is than any other they've used before. It's a good product. The number one thing that I like about it is the lack of maintenance issues. It's reliable and it's simple to operate. It does a lot for you to save trouble. I don't have to hold my breath worrying about anything going wrong with Gateway. I come into the office and the green light is on, and I leave the office and the green light is on. We have the system running 13 to 14 hours a day, seven days a week, and we have never had an issue."

— Gary McMillion
Owner,
McMillion Research

contacts don't experience any annoying pauses; transfers and conferencing to create a natural call flow; and the flexibility to assign agents to any campaign, ensuring optimal productivity at all times. In addition, McMillion can set thresholds on specific values, and Gateway will notify the host system when those thresholds have been exceeded.

Gateway also simplifies the supervisory process with a user-friendly supervisory interface that includes drop-down menus, color highlighting, and dialog boxes. This makes it easy for McMillion to define campaigns, define record selection criteria, change campaign parameters, set threshold alerts, assign or block trunks, and control pacing—all in real time. Further, McMillion can schedule reports to be printed automatically during off hours.

With Gateway, says Gary McMillion, "We have experienced flawless implementation and operation. In the months since I have had it, I have had no issues at all. One of the most important things—especially in the market research industry—is integration with CfMC. It has been a very smooth transition here, and the two work perfectly well together."

WINNING NEW BUSINESS

McMillion's purchase of Gateway led directly to the firm's win of a contract with the desired customer. Gateway's unprecedented reliability and seamless integration with existing hardware and software led to McMillion winning additional business from the customer and, as a result, adding more Gateway seat licenses to its call center within a matter of months.

"I am very much impressed with SER's Gateway predictive dialer," remarks McMillion. "Instead of locking up like other dialers, it isolates bad channels and goes around them. It's easier to start up, easier to run, and more efficient than many other dialers with which I have worked. It sits in the corner and runs with no issues."

McMillion Research selected Gateway at the request of a potential client who promised significant business if SER's dialer was used. Gary McMillion had no reservations at all about the recommendation, having heard from many of his industry peers that SER's Gateway was a reliable dialer that could seamlessly integrate with a variety of hardware environments and software applications.

Given the reliability and simplicity of Gateway, Gary McMillion says he would like to increase the number of

seats on which the predictive dialer is used. The customer that requested Gateway has already indicated that more business is coming McMillion's way, and with the satisfaction expressed by McMillion's managers, the addition of more Gateway dialers will likely streamline operations even more.

ABOUT SER

SER Solutions, Inc. provides innovative software solutions to help companies achieve unprecedented efficiencies, maximize workplace productivity and enhance customer service. Our contact center solutions are deployed at 8 out of the top 10 outbound teleservices agencies in the United States. Over 1,800 financial institutions depend on our integrated document management system for their document imaging, COLD/ERM, and check imaging needs. Several Global 2000 companies rely on products from SER to streamline their accounts payable processes.

Behind our products and services is a team of professionals who are fully committed to delivering quality customer service to our 3,000 customers worldwide. SER Solutions, Inc. is headquartered in Dulles, VA, with operations in North America and Europe. Additional information on SER is available at www.ser.com.

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