



CUSTOMER

Volume 32/Number 8 • October 2014

Target. Engage. Deliver.

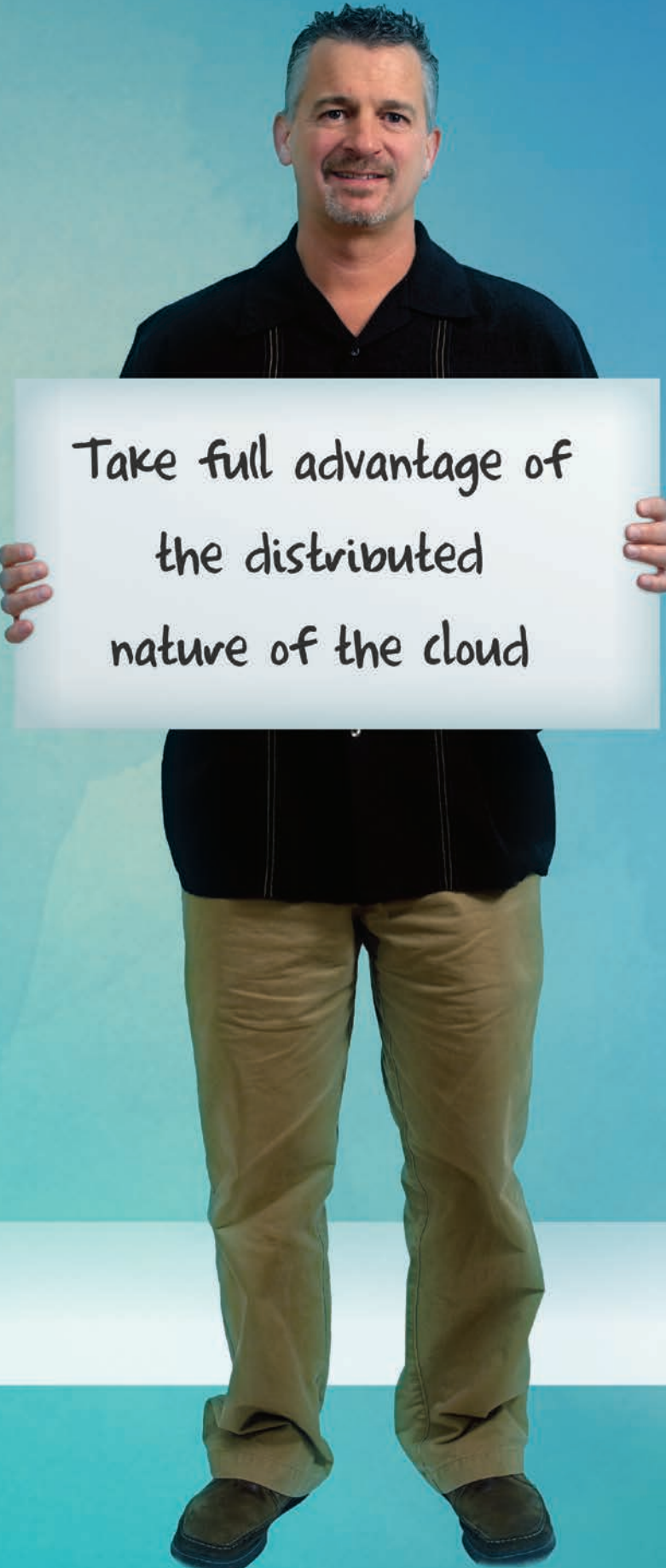
Skin IN THE Game

How **GENBAND**
Ties Its Success to
Telco Selling Outcomes



GENBAND, Chairman & CEO
David Walsh

How to Find the
Ideal Contact Center Site
Lead Management Roundup
What Alibaba Can Teach Us
about **Omnichannel**

A man with short grey hair and a goatee, wearing a black polo shirt and khaki pants, stands against a blue background. He is holding a white rectangular sign in front of his chest with both hands.

Take full advantage of
the distributed
nature of the cloud

Optimized security. Unlimited scalability. Maximum reliability. Faster deployment. Continuous access to new functionality. You get it all with Interactive Intelligence PureCloudSM. Different than our virtual private cloud solution and leap-frogging legacy multitenant offerings, PureCloud is built on a distributed cloud architecture atop Amazon Web Services. This approach enables you to dramatically simplify cloud deployment and management, quickly add applications, deliver a significantly enhanced customer experience, and improve employee collaboration. Think of it as the next wave of cloud communications.



INTERACTIVE INTELLIGENCE
PURECLOUD

purecloud.inin.com



Chatting Them Up & Mapping Out Mobile Strategy

Director Spike Jonze got the idea for the movie “Her” after reading an article that talked about Cleverbot. The film is about a character, played by Joaquin Phoenix, who falls in love with a computer personified by a female voice.

Of course, Joaquin’s character is not the only one who’s turned on by the idea of chatting with a machine. Plenty of us already converse regularly with our good pal Siri, Apple’s personal assistant. And I’ve seen more than one TV show that featured a character who develops a crush on the voice of his navigation system (although those tend to be more one-way relationships).

In any case, now more businesses want in on the action, and they’re working to engage with customers via automated chat.

This goes beyond just the automated chat used on some websites to answer basic customer service and product inquiry questions. And that could have major implications for where advertising, branding, customer service, marketing – and the human race as a whole – are headed.

For example, smartphone messenger Kik this summer began using bots to enable it and a handful of other brands to chat with users of the service. Kik, which has about 150 million users, the bulk of which are under 22 years of age, calls the new feature Promoted Chat. Kik invites its users to send a message to entities like Funny Or Die, Moviefone, and a few others, and says in return they will get content, pictures, stories, videos, and more.

As a recent article in The Wall Street Journal points out, Mitsuku is another chatbot that has already demonstrated

the appeal of this kind of thing to young people. It can learn from each conversation, and while it’s not perfect, many people say interacting with these bots seems as real as chatting with a human being. That helps explain why Mitsuku markets itself as “your new virtual friend and is here 24 hours a day just to talk to you.”

In an age in which automation and personalization are both big and growing trends, and people are both extremely connected while still in need of the “human” touch, intelligent chatbots appear poised to take over the world.

On a separate note, I am at a wireless trade show as I’m writing this, and yesterday I had an interesting discussion with Russell Grahame, senior vice president and general manager of North America at Acision.

The world is going mobile, but just what that means for businesses and how they can best respond in ways to forward their strategies are complex questions that many organizations could use some assistance in answering, he noted. That’s why Acision, a leading messaging company, has come out with what it calls the Mobile Gameplan. This interactive guide can help businesses understand some of the key tenets involved in creating a winning mobile strategy. Grahame explains that the Mobile Gameplan is a way of helping guide people through the thought process of engaging in a mobile enterprise strategy.

Once an organization sets its strategy, it can achieve those goals through the use of Acision’s Forge platform, which allows enterprises and other parties to use a SDK to develop applications for customers. For example, a retailer could use Forge’s WebRTC capabilities to allow for real-time communications and upsell opportunities between retail agents and customers.

Acision got its WebRTC technology via the acquisition of Crocodile. And more recently, Acision expanded again via its purchase of MindMatics, which provides secure messaging to enterprises.

More acquisitions, especially related to the cloud and SaaS, are expected for Acision in the future, says Grahame, who explains that the company is working to expand its business – which has traditionally focused on serving carriers (the company serves 270 carriers globally with messaging services) – to also provide solutions to enterprises.

As Acision’s Engineering Director John Parr mentioned in a recent interview with INTERNET TELEPHONY, a TMC sister publication to CUSTOMER: “Acision connects the world by powering relevant, seamless mobile engagement services that interoperate across all IP platforms and enrich the user experience, creating value and new communication opportunities for carriers, enterprises, and consumers across the world. After leading the mobile messaging industry for over 20 years, Acision is uniquely positioned at the convergence of next generation mobile communications, which is built upon carrier-grade technology, infrastructure, security, and support.” **M**

Executive Group Publisher and Editor-in-Chief
Nadji Tehrani (nadjitehrani@tmcnet.com)

Group Publisher
Richard Tehrani (rtehrani@tmcnet.com)

EDITORIAL

Group Editorial Director, Erik Linask (elinask@tmcnet.com)
Executive Editor, Paula Bernier (pbernier@tmcnet.com)

TMCTM LABS

203-852-6800 (tmclabs@tmcnet.com)

ART

203-852-6800 (cisart@tmcnet.com)
Associate Vice President of Creative, Alan Urkawich
Graphic Designer, Mary Beth Weiss
Production Manager, Stephanie Thompson

EXECUTIVE OFFICERS:

Nadji Tehrani, Chairman and Founder
Richard Tehrani, Chief Executive Officer
Dave Rodriguez, President
Michael Genaro, Executive Vice President of Operations

ADVISORY BOARD: Lori Bocklund of Strategic Contact,
Steve Brubaker of InfoCision, Charles Ciarlo of Monet
Software Inc., Jan Sysmans of SugarCRM, Rodney Kuhn of
Envision, and Tim Passios of Interactive Intelligence

CUSTOMER® magazine is published monthly except during
February & August by Technology Marketing Corporation, 800
Connecticut Ave 1st Fl. East, Norwalk, CT 06854-1628.

To Subscribe, Call: 203-852-6800

Or write to the circulation director at sthompson@tmcnet.com.
Subscription rates: Digital Subscriptions free for qualified U.S.,
Canadian and Foreign subscribers. Print Subscriptions free
for qualified subscribers in the U.S.A. only. For non-qualified
U.S.A. subscribers, \$59. All Canadian subscribers, \$89. All
Foreign (air mail), \$109. All orders are payable in advance in
U.S. dollars drawn against a U.S. bank. Connecticut residents
add applicable sales tax.

Circulation Director, Steph Thompson (sthompson@tmcnet.com)

Postmaster: Send address changes to CUSTOMER
magazine, Technology Marketing Corporation, River Park 800
Connecticut Ave. 1st FL., Norwalk, CT 06854-1628 U.S.A.
Canada Post: Publications Mail Agreement #40612608
Canada Returns to be sent to: Pitney Bowes International, P.
O. Box 25542, London, ON N6C 6B2, CANADA

Reader Input: CUSTOMER encourages readers to contact
us with their questions, comments and suggestions.
Send e-mail (addresses above), contact our Web site
(www.customerzone360.com) or send mail.

We reserve the right to edit letters for clarity and brevity. All
submissions will be considered eligible for publication unless
otherwise specified by the author.

Reprints: For authorized reprints of articles appearing in
CUSTOMER, please contact The YGS Group, 717-505-9701 or
800-501-9571 x105, tmcnet@theYGSgroup.com.

Lists: For list rentals, please contact Jill Olsen at
JOlsen@listincorporated.com or call 914-765-0700 x 105.

ADVERTISING SALES: 203-852-6800

Karl Sundstrom, ext. 119 (ksundstrom@tmcnet.com)
Vice President Business Development

EXHIBIT SALES: 203-852-6800

VP of Events, Joe Fabiano (jfabiano@tmcnet.com)

Sr. Director of Global Events

Maureen Gambino (mgambino@tmcnet.com)

Editorial Offices are located at River Park 800 Connecticut
Ave. 1st FL., Norwalk, CT 06854-1628 U.S.A. **Customer
Service:** for all customer service matters, call 203-852-6800.

CUSTOMER® magazine has been the voice of the industry
since 1982. It is written by industry practitioners for industry
practitioners and is regarded worldwide as the "Bible" of the
industry.

Copyright © 2014 Technology Marketing Corporation. All rights reserved.
Reproduction in whole or part without permission of the publisher is prohibited.

CUSTOMER® and the TMC Logo are registered trademarks of Technology
Marketing Corporation.



A Technology Marketing Publication

River Park 800 Connecticut Ave 1st Fl.
Norwalk, CT 06854-1628 U.S.A.
Phone: 203-852-6800 Fax: 203-295-3773



On the Cover

8 Skin in the Game: How GENBAND Ties Its Success to Telco Selling Outcomes



SUBSCRIBE FREE Today!

INSIDE Every Issue

1 Angle

By Paula Bernier, Executive Editor,
TMC

4 Perspective

By Richard Tehrani, CEO, TMC

6 Voice of the Customer**39 Ad Index****40 Experience**

By Tracey E. Schelmetic,
CUSTOMER and CustomerZone360
contributor

Sections & Series

STRATEGIC SOLUTION SERIES.

**13 Bank on It: Neustar Helps Companies
Reduce Risk with Verification
Solution** Brought to you by Neustar

**17 The New Help Desk: TeamSupport
Enables Businesses to Better
Understand Their Customers**
Brought to you by TeamSupport

TARGET.

**12 What Alibaba Can Teach Us
about Omnichannel**

**16 Tips for How to Implement
Retail Omnichannel Strategies**

ENGAGE.

**20 The Role of Automation, the Cloud,
and the Human Touch in Translation**

DELIVER.

**22 How to Find the Ideal
Contact Center Site**

**24 The Call for a Superior
Customer Experience**

ASK THE EXPERTS.

26 PureCloud... Changing Everything
Brought to you by Interactive Intelligence

ROUNDUP.

28 Lead Management

ACCOLADES.

**36 CUSTOMER Announces
Speech Technology Excellence
Award Winners**

WFO change is in the air. Jump to the top of the food chain at Calabrio.com.

CALABRIO™



Kick status in the quo.



Cloud, Mobile & Social and the Customer Experience

Interactive Intelligence recently held Intelligence Interactions 2014, which I attended, and I wanted to share here some of the key takeaways from this event, which this summer drew more than 2,000 people to the Indiana Convention Center.

The group attending Intelligence Interactions 2014 – and a new collocated event called CX Hot Trends Symposium (co-produced by TMC, for which I am CEO) – was made up of partners, customers, media, guests and others.

Cloud, mobile, and social were among the key concepts discussed at the events.

Cloud

Don Brown, Interactive Intelligence CEO, took the podium and announced PureCloud, a new multi-tenant cloud contact center solution.

In the past, the company offered a cloud solution, which was single-tenant in nature. But now, with PureCloud, Interactive Intelligence has a single solution powered by Amazon Web Services. It offers cost savings and can be used as a way to burst during peak times. Companies can also use premises-based systems and leverage PureCloud to add on cloud services such as a directory, which don't need to live in their own data centers.

The PureCloud offering consists of these services:

- Interactive Intelligence PureMatch, which dynamically matches customer interactions with contact center agents based on multiple attributes and criteria;
- Interactive Intelligence PureCloud Social Customer Service, which enables customers to view agent profiles and performance – including their service ratings and wait time – then choose the agent best qualified to assist them; and

- Interactive Intelligence PureCloud Director, a rich corporate directory that makes available deep user profile content (e.g. skills, work experience, location, etc.), and provides bi-directional synchronization with popular systems such as Active Directory, Exchange, Salesforce, SharePoint, and WorkDay.

Up to now the company has done very well in the call center market with enterprise PBX being a small part of the business. Now, it can more effectively take on ShoreTel Cloud, 8x8 and others in the market.

Mobile

Interactive Intelligence and its guest speakers also tackled the subject of mobility, noting that 1.6 billion tablets and smartphones exist on the market. The continuing growth on this front means businesses need to build mobility strategies, company representatives said.

Drew Kraus with Gartner spoke to tell companies how to evolve from brittle, unresponsive contact center infrastructures where the architectures are not flexible and companies are afraid to touch anything. That eventually leads to a brittle customer center experience as well, he said.

Mobility is changing the market and proactive contact applications are changing the ways companies can provide service, including dramatic multichannel improvements, he added.

Social

As noted by Interactive Intelligence at the event, 229 is the average number

of friends a Facebook user has. That means a user can reach 150,000 people if you factor in two degrees of separation, meaning it is more important than ever to keep customers happy. For those of you old enough to remember, the old rule was a customer who is upset would share the experience with only 10 people.

Jay Baer, president of Convince & Convert, took the stage to talk about the impact of social media on companies. Social media, he said, fundamentally changes the relationship from master and servant to peer-to-peer, as customers have power because they can impact brand perception. As a result, he said, companies have to adapt to this change.

“If your company doesn't have to deal with social customers today, things will change soon,” he said.

He also mentioned that @HiltonSuggests is a social account set up by Hilton Hotels that trolls the Internet looking for questions it can help answer – such as inquiries seeking advice on a great restaurant or a website to help in a job search. Strategically eavesdropping, he said, is the future and can result in payback at a later time thanks to good will.

Keith Dawson at Ovum, another featured speaker, noted that 74 percent of consumers use at least three channels to engage. Companies have to deal with this challenge, he said, but most aren't approaching it in a way that is efficient at scale. He cited an example of how a customer care site presents a phone number to a consumer who can't click to call it on a mobile device. There should be continuity of experience across chat, mobile IVR, and other modes, he added, because if there's not, you increase friction for the customer. **M**

It's a WFO sea change. Seat yourself atop the food chain at Calabrio.com.

CALABRIO™



Kick status in the quo.

VOICE OF THE CUSTOMER

Is Your Contact Center Ready for Home-based Agents?

We're seeing more and more contact centers moving to home-based agent programs. Some do it to expand their existing workforce, others to tap into new resources. Yet others choose to reward agent success by letting them work at home. With growth fueled by cloud-based solutions, and a move to bring jobs back on-shore (among other things), over half of all contact centers have some percentage of their agents working from home, according to the National Association of Call Centers.

A number of key drivers lead contact centers to explore work at home opportunities. First is access to a broader workforce: people with disabilities, retirees, or those living far from your contact center may not be able to travel to a daily job, yet they often bring a wealth of experience and a great work ethic. Home agents also help with business continuity, especially important in 24 x 7 centers. They also provide staffing flexibility that is difficult in a bricks-and-mortar environment. Home agents can work micro-shifts, split shifts, or be readily available to log in during times of peak volume. Finally, contact centers look to home agents as a way to reduce operating expenses through savings in real estate needs and possibly labor costs.

Even though there is an opportunity to reduce expenses with a home-based agent program, it should not be the sole driver, nor is it as large as many assume. There are trade-offs: For example, the number of supervisors required to manage home-based agents, or the cost of supporting their technology requirements.

So are you ready to join contact centers like 1 800 FLOWERS, Walgreens, or JetBlue in the move to virtual agents?

A home-based agent program must be implemented with a strategy and understanding that it is a very different model from an office-based environment. Establish the goals of the program and the operating model to start. At home work brings a unique set of challenges and requirements, which include:

- **Acquiring talent** – In addition to traditional contact center skills, home-based agents must be able to work independently and without direct supervision. Often it's helpful to hire people who have experience working remotely.
- **Training** – Home-based agent training should combine on-site and virtual training. Many companies have employees come to a corporate office to experience the culture during initial training. Longer term, remote training competency is critical for success.
- **Technology** – Having an infrastructure to support both voice and data

at home is a critical success factor for home-based agents. Many organizations use tools that enhance communication and create a sense of teamwork such as social networking, presence, and video platforms for interactive meetings and training.

- **Employee engagement** – Communications with virtual agents is critical and more challenging than with office-based agents; the key is to leverage multiple channels. In addition, management and peer recognition must be handled differently.
- **Supervision** – Because supervisors can't walk the floor as they do in the contact center, they must be able to effectively use e-mails, videoconferencing, and other methods of communicating to remote groups and individuals. Emotional intelligence also becomes critical when supervising remote workers.
- **Performance management** – Create specific performance standards and remediation guidelines for at home agents. How remediation is handled may be tricky – do you have the agent come work in the office until he or she is meeting performance standards?
- **Career development** – You'll need to develop a career path model that allows agents to continue their work at home status if they want. **M**

Elaine Cascio is a vice president at Vanguard Communications Corp. (www.vanguard.net). Contributing to this article were Scott Sachs and Lisa Stockberger, also from Vanguard.



Focus on Results

Five9 Outbound Contact Center

The Five9 Outbound Contact Center is the leading cloud computing platform for sales and marketing automation and lead management, so your agents and inside sales organizations can focus on one goal—increasing revenue.

- Predictive, Progressive, Power, and Preview Dialing Modes
- Regulatory Compliance Features
- Robust Campaign Management Capabilities

Join our Outbound Call Center Community:
<http://outbound-call-center.tmcnet.com>

1.800.553.8159



GENBAND, Chairman & CEO David Walsh

The telecom infrastructure landscape, like just about every other industry you can think of, is facing massive disruption. The pace of change across virtually all the markets has never been faster in fact. Hotels are now competing with AirBnB, Uber is a new taxi alternative, and singles bars most recently have to compete with Tinder.

Telecom operators face enormous decisions about their future. On the one hand, to compete with OTT providers they need to become far more nimble and have lower expenses. To do this they can become software telcos, utilizing SDN and NFV to run their networks on off-the-shelf servers. In addition, they can resell cloud services from others.

If this wasn't enough to contend with, they have to deal with companies like Apple and Google that are functioning as competitors by giving away alternatives to SMS and traditional telephone calls with services like FaceTime and Google Voice. VoIP is a known threat, but WebRTC is new and could be even more disruptive.

In a recent conversation with David Walsh, Chairman & CEO of GENBAND, at the Perspectives 14 conference, I had a chance to get the story on why GENBAND thinks it will be one of the few to successfully navigate these changing waters.

The number of companies GENBAND has acquired over the years has been substantial, and many of these have helped

Skin IN THE Game

How GENBAND Ties Its Success to Telco Selling Outcomes

position the company very well as the industry goes through transformation.

GENBAND is transforming itself from an equipment company to one that provides real-time communications solutions, software, service, and a platform that is the center of an ecosystem.

This is where the challenge for traditional companies comes into play. If an equipment provider decides to transition to become a provider of cloud services, the revenue model changes dramatically, as you no longer get paid immediately for your product by customers. Instead, you get paid more like a lease than a purchase. In other words, in an environment where payments are decreasing, these companies have to ramp up investment to be able to provide new services. They have to make acquisitions, build data centers, and develop administration and other software.

Walsh refers to this as the fish problem – basically two lines inverted on a horizontal axis where investment ramps considerably as profits inversely decrease. At a mirrored point around a vertical axis, investment starts to decrease as

profit starts to increase, and more and more customers start to pay monthly. At some point in the future there is a breakeven point where profit starts to be generated in excess of investment.

GENBAND has already made these investments, notes Walsh, and is way ahead of the game. At the same time, he says, some competitors are challenged because they don't already make profit. GENBAND has no debt, he says, and he emphasizes the company will stay

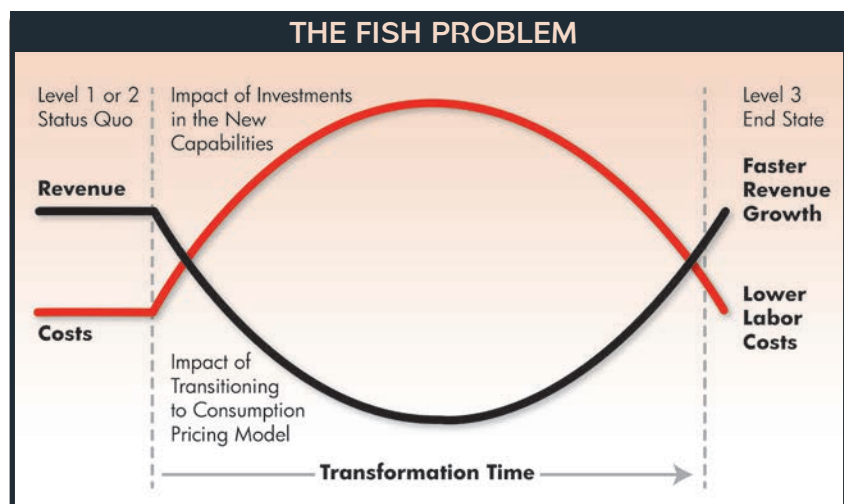
profitable to remain a solid company on which its customers can rely.

fring, for example, is now part of the company's arsenal of products and is white labeled for carriers, who as a result can provide a variety of services such as reduced-rate calling when a person leaves their home calling area.

This transformation has been pivotal for the company – enabling GENBAND to get deeper into its customers' wallets and share in their success. Historically, Walsh explains, the company would ship a product and install it, but it was tough to understand how a customer would benefit from using it. In addition, it wasn't able to ascertain what was important or required.

Now, however, with its cloud-based services, GENBAND is able to immediately see what its customers and their customers are doing, what features and capabilities are being accessed most often, and so forth. Moreover, the company's Kandy offering, a bundling of WebRTC, cloud services, and programming tools, is an entrepreneurial division within the company that understands the need to get customers to use the new services it provides.

This is where it really gets interesting. Walsh explains that makes it easy for



Graphic: Technology Services Industry Association (TSIA)

customers to have access to new services but enables clients to pay only when they benefit.

“This is completely different than the telecom equipment model for 50 years,” says Walsh. “This is a completely different way of running the business.”

A large CRM company is already a customer, using GENBAND to enable call center functionality with WebRTC, allowing customers to click on a web

link to communicate with agents via IM, voice, or video. The CRM company’s field service software is also seeing WebRTC integration. The basic field service software provides a database repository for all actions taken on a particular item – in this case, the customer is a piece of machinery. A full record of maintenance, including who and what was done to an item, is kept on file, with additional help added through a 3D CAD graphic tool to illustrate how a particular piece or part needs to be replaced.

In case of difficulties, a technician can use WebRTC from the service page to call the dispatch office for assistance, opening up a video chat to provide a direct illustration of a problem. If necessary, subject matter experts can be brought into the discussion for consultation. Think of it as Google Hangouts for fixing things.

Walsh emphasizes that customers can still purchase products if they so choose, but he does believe it will become less attractive than the alternative over time.

Toy Retailer Embraces WebRTC, Kandy to Deliver a Genius Customer Experience

Once upon a time there was an awesome toy store with two locations in New Jersey, and no online presence. Its owners, Maria and Jeffrey Singman, wanted to launch a website, but initially had concerns that they couldn’t deliver the same high-touch customer service online that they do in store. But this story has a happy ending, because WebRTC and a new GENBAND solution called Kandy came to the rescue.

In August, the retailer, Toy Genius, was set to go live with a website through which shoppers can communicate in real time with clerks that can tell them about products, answer their questions, and trigger videos showing those products in action. The clerks appear on video to online shoppers, but website visitors who are still in their jammies don’t need to worry, because the clerks can hear but won’t see them.

While talking with online clerks, shoppers can continue browsing the Toy Genius website, and the clerks can see what they’re looking at to engage them in conversations about additional products on which the shoppers have paused.

Not only can the clerks interact with and share information with shoppers, they can put the products customers select into virtual shopping carts and move shoppers to the checkout when the time is right.

The real-time communications features on the website are powered by Kandy, a new Platform as a Service from GENBAND. Kandy allows access to communications sessions via APIs, SDKs, and Quick Starts so developers can more easily leverage them to bring real-time communications to their applications.

Jeffrey Singman, who in addition to helping his wife with Toy Genius is president of Tri-Mil Consulting, created the store’s website, and now plans to patent that real-time communications website experience for other retailers, as well as for other verticals.

Toy Genius also plans to make the real-time communications retail experience available to shoppers and its clerks via mobile devices. **M**

BY PAULA
BERNIER



The arrival of the over-the-top applications and the connected consumer has changed the game both for service providers and businesses of all types. This unprecedented rate of change means organizations need to get solutions to market more quickly, and deliver better and faster customer service. GENBAND is promising to address all of the above with a new solution called Kandy, which launched last month.

Kandy, which was previewed in June at GENBAND’s customer and partner summit, Perspectives14 in Orlando, is a Platform as a Service that enables fixed and mobile carriers, OTT providers, enterprises and independent software vendors to advance forward from traditional communications services to more innovative user-centric services. Developers can utilize the Kandy APIs, SDKs and Quick Starts to easily build real-time communications into their applications and business processes.

“Our fring OTT solution makes it very simple for mobile operators to enable web and mobile endpoints leveraging Kandy’s already built PaaS,” said Roy

In addition, using the cloud model, customers can launch complete, massively scalable services in 90 days – something that used to take a year or longer.

Walsh adds that GENBAND is betting on business voice services and, more specifically, on real-time collaboration that is integrated into applications where contextual communications takes over as the driver for real-time communications and the market. In fact, real-time communications is where GENBAND is planning on being the market leader.

It believes the really large competitors such as Cisco, Ericsson, and Huawei are too big to worry about this market given they have bigger markets to contend with, such as wireless infrastructure, access, and optical.

Another interesting point Walsh made is that GENBAND bonuses are now tied to customer satisfaction, and his past experience working in the field of Wall Street technology showed him the telecom industry has a long way to go to improve from a quality of service

standpoint, and GENBAND wants to lead the way to getting there.

GENBAND has positioned itself nicely at the intersection of key trends – such as the cloud, customer experience, software-based networking, virtualization, and WebRTC. It's a smart strategy and can be summed up by saying the company will tie its success into selling outcomes. If customers are successful, GENBAND will share in their success. This sounds like the ultimate win-win for a supplier in any industry. **M**

Development Platforms

GENBAND Offers a Taste of Kandy

BY PAULA BERNIER

Timor-Rousso, General Manager of GENBAND fring. "Kandy handles the BSS/OSS and enables API's, SDK's and Quick Starts to provide greater access and extensibility of the network."

GENBAND acquired fring in 2013, and in 2014 has been investing in development of even greater functionality and integration as part of the Kandy initiative.

It allows service providers to insert themselves into the OTT application value chain, quickly and with less development expense, less risk, and much faster time to market.

"Kandy changes everything – it lets you build an OTT experience 'LEGO style' using only the components you need," Timor-Rousso explained. "It lets service providers or other developers quickly bring new OTT services to market and customize them to address particular customer needs."

Adding real time communications to an application has traditionally required specialized skills, but with Kandy, GENBAND explained, developers' tool belts just became much more powerful.

In his "Resistance is Futile" presentation at GENBAND's event in June, Paul Pluschkell, executive vice president of strategy and cloud services at GENBAND, said Kandy will help create new business models and new consumption models.

Pluschkell and his colleagues demonstrated how Kandy can help bring together customer transaction history. This demo showed a scenario in which a customer had a check that didn't clear, so he was overcharged. The customer was able to connect in real time via video chat with a representative at his bank, who was able to fix the issue immediately.

Another demonstration highlighted a sporting goods retailer that uses crowdsourcing to enable online shoppers to get information in real time from others who have purchased the products they are considering buying. Shoppers can use the same app to contact customer support, tapping once to launch a real-time video interaction. Kandy was used to bring real-time communications capabilities to all of the above, providing a successful outcome and reducing friction in the sales process.

Kandy and WebRTC, another technology of which GENBAND is a big proponent, are also useful in bringing real-time communications to dispatch and field service applications. GENBAND highlighted a transportation service for elderly patients called DriverBuddy, which allows drivers and dispatchers to video chat, and access geolocation information for routing purposes.

In a recent interview, Pluschkell explained that with Kandy and fring, service providers can "open their backends, and tie their service offerings to capabilities that create additional value for their customers, on top of our licensed application monitoring/reporting/billing capabilities."

He explained further that "fring is a basic must have app! Service providers can make it great and unique with Kandy...without starting from zero. With the fast growing Kandy ecosystem, including world-class brands like Samsung, service providers benefit from innovation out of the box where they can create their own future road map, faster, with less risk, and a lot more creativity." For more information visit kandy.io. **M**

What Alibaba Can Teach Us about Omnichannel

The buzz since April has been about the China-based web retail giant's IPO, which started low on paper at \$1 billion and has since ballooned to more than \$20 billion. If the company surpasses that figure, it will eclipse Facebook, the largest technology IPO, and edge the current IPO record, the \$19.2 billion The Agricultural Bank of China raised in 2010.

Alibaba excites investors because the company possesses the singular ability to create and enter new markets and dominate with keen omnichannel tactics.

In China, Alibaba has honed its online to offline strategy, catapulting the company to realize 10 times the profit of Amazon. With its recently acquired 26 percent stake in Intime Retail, a Chinese department store, Alibaba aims to reverse the trend of consumers window shopping at brick-and-mortar shops, finding the lowest price online and clicking to purchase.

It is furthering its reach through its \$215 million minority stake in Tango, a messaging app with 200 million users. Free apps of its ilk are burrowing into consumers wallets from selling games, sponsored content, and digital goods. Few companies in the world sell as much as quickly as Alibaba, so Tango is a natural fit in Alibaba's growing portfolio. These tactics have made Alibaba ubiquitous throughout Asia. There's no reason why the company, flush with cash post IPO, will hesitate from applying the same strategy to the American market.

Everyone from local shops to global monoliths would do well to take a page from Alibaba's book and refresh their omnichannel strategies.

Engage companies already bridging the last mile.

Alibaba has no doubt raised the volume of its IPO by tying its name to American brands. It has a stake in Lyft, the ride-sharing app that has grown in scope from two to 30 cities in the last year. It's not hard to imagine the company co-opting Lyft cars as delivery vehicles in a pinch.

Clearly not everyone can buy into a hot app. But the lesson here is to think simple, which the company has done in China by leveraging bike messengers or public transportation to efficiently get packages

from warehouse to doorstep. Stateside companies can experiment on bridging the last mile with WeDeliver, a same-day delivery service that helps neighborhood boutiques increase their reach, and Caviar, the food courier recently snapped up by Square for \$90 million.

Think of when and where to be seen.

The goal of omnichannel is to be unobtrusively in front of consumers at the right place at the right time. One way Alibaba has accomplished this is by acquiring a provider of navigation and location-based services in China. This allows for Alibaba sellers to advertise on the app and let a consumer know if its physical shop is along the way home. The same app interfaced with Alibaba's food delivery service during a public holiday to help users find open restaurants.

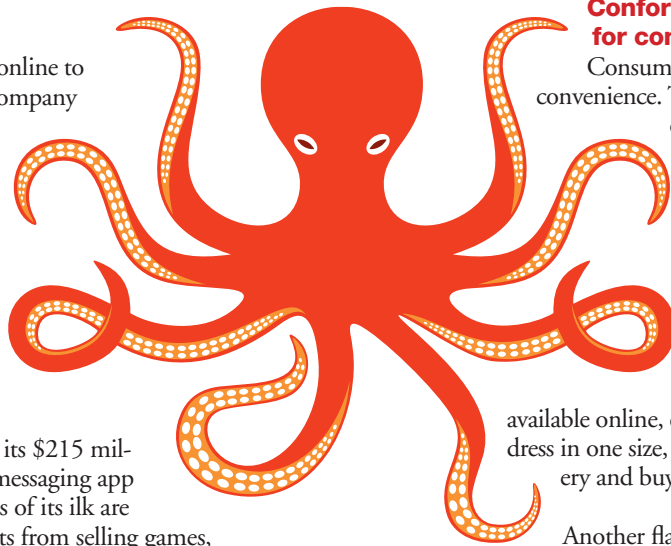
Conform to the consumer's need for convenience.

Consumers everywhere shop online out of convenience. This need not cut physical shops out of the commerce equation, though. Going back to Alibaba's stake in Intime, the company can use Intime's department stores as defacto warehouses and make a wider variety of brands and goods available to online shoppers. This also gets them their orders sooner. Concurrently, making Intime's inventory available online, even if it is, for example, a single dress in one size, fuels consumer desire for discovery and buying something unique.

Another flavor on convenient pick up is currently being piloted at Stop & Shop in New England. The grocery chain realized that many of the consumers it was losing to online shopping did not have the time to come into the store to shop; the only hours they could do so were during peak hours when parking lots were more likely to be full and checkout lines longer. Thus, Stop & Shop built refrigerated pick-up stations in places like shopping mall parking lots so consumers could pick up their groceries in less congested locations more convenient to them. Shoppers simply give the station attendant their phone numbers, which are matched up with their orders that the attendant then puts the groceries into the shopper's back seat or trunk.

Alibaba has proven that with some simple yet innovative decisions, it has won over its consumers as well as future investors. Retailers would do well to experiment with the same elegant tweaks that Alibaba has in making its customer experience that much more personal, convenient and pleasurable. **M**

Girish Pai is AVP of client services for retail, consumer packaged goods and logistics at Infosys, a global provider of technology, outsourcing, and consulting services.



Strategic Solutions series

Bank on It

Neustar Helps Companies
Reduce Risk with Verification Solutions

SPONSORED BY:

neustar®

FEATURED IN:
CUSTOMER

Bank on It

Neustar Helps Companies Reduce Risk with Verification Solutions

BY PAULA BERNIER

The Telephone Consumer Protection Act was created and signed into law in the 1990s, and FCC rules implementing the Act were updated last year. The laudable goal is to prevent people from getting calls and other communications that they have to pay for, but don't want to receive. While these rules are positive developments for most consumers, they have caused a fair amount of confusion – and some steep fines – for many businesses.

Litigation related to the TCPA has exploded in the last few years, according to attorneys Paul Bond and Henry Pietrkowski, at least in part because the formula for plaintiff recovery is so simple.

“Did the defendant send the plaintiff a text message, or call the plaintiff and/or leave a message using a prerecorded voice? Did the defendant use an ‘automatic telephone dialing system’ to send that text or make that call?” they wrote in a 2013 article on the Reed Smith website, as reported by CUSTOMER magazine. “If so, unless the message was for emergency purposes or the defendant had the plaintiff’s prior express consent, the plaintiff will demand \$500 in statutory damages per call or text. For willful violations, the TCPA provides a recovery of up to \$1,500 per call or text.”

They went on to say that because there is no statutory cap, class action damages under the TCPA can quickly mount to “catastrophic” levels.

Indeed, a popular pizza chain last year agreed to pay more than \$16 million in damages to settle a nationwide class action lawsuit alleging it unlawfully advertised its pizzas by unwanted SMS text messages, and a well-known vehicle maintenance brand shelled out a whopping \$47 million in a separate settlement. And a major financial firm and three collections agencies recently announced the largest proposed cash settlement in TCPA history – \$75.5 million, as recently reported by The National Law Review. These are, of course, just a few examples.

Businesses that don't already have efforts in place to address TCPA would do well to begin exploring their options on this front as soon as possible. And, given various legal interpretations of TCPA to date, and the risk of very large statutory damages, taking a conservative approach to TCPA is probably the best course of action.

While the formula for plaintiff recovery may be remarkably simple, figuring out how best to limit your risk for TCPA violations in the first place requires a careful assessment of today's networking environment.

As Becky Burr, deputy general counsel and chief privacy officer at Neustar, explains, companies that use auto-dialers need to know whether a phone number is a landline or associated with a mobile device. If it is a mobile number, she says, a company needs to verify that it has acquired prior consent to communicate using automated technology and that the person who gave consent still owns the number. If the communication is marketing, the prior consent needs to be written.

Understanding which numbers belong to wireless phones is no easy task, however, considering the widespread use of number porting and the fact that one out of every three U.S. households is now wireless only. That may help explain why up to 20 percent of customer records are linked to the wrong mobile phone number, according to a recent study.

Neustar's Verification for TCPA solution enables companies to determine – with a high degree of confidence – whether or not a number is wireless, and whether it is assigned to the same subscriber who provided consent.

When clients submit a consumer's name and phone number, Neustar instantly identifies whether the phone number is a wireless or wireline one. The Neustar solution creates a score reflecting the likelihood that the name and phone number still go together. If they do, companies that have the consumer's prior written consent can be more confident they are contacting the right person. Neustar also offers a list of telephone numbers that were originally identified as wireline and have since been ported over to wireless providers; this is referred to as an intermodal ported telephone number identification service and is accessible at www.tcpacompliance.us.

Neustar's Verification for TCPA solution is unique, adds Xavier Riley, vice president of product development at Neustar, because it employs the company's phone data repository – the most accurate, comprehensive, and up-to-date consumer and business data in the industry. This database is updated routinely from more than 250 sources, including the nation's leading telecommunications service providers.

“With access to more than 70 percent of all wireless and hard-to-find phone numbers supported by our proprietary linking logic, verifying consumer contact information has never been faster or easier.”

By helping you reduce risk, this kind of data assurance is like money in the bank.

WHEN A RING MEANS A WRONG



LOWER YOUR RISK OF WIRELESS DO-NOT-CALL VIOLATIONS

The telemarketing business continues to grow in complexity right along with the telecommunications industry. Remember when there was a clear distinction between wireless and wireline numbers? Now with Intermodal porting activity, and changing regulations, it is imperative to keep your databases up-to-date. If you utilize autodialers, artificial voices or prerecorded scripts to telemarket, Neustar can help.

Neustar offers a subscription-based Wireless-Do-Not-Call (WDNC) Service for telemarketers that identifies numbers that have been ported from wireline to wireless services to help you avoid placing calls to unauthorized wireless numbers that were erroneously tagged as landline numbers and mitigate your risk of an FCC fine.

Register at www.tcpacompliance.us.
For more information, contact a Neustar
Representative at **1.866.623.2262** or
email us at wdncinfo@neustar.biz.

neustar®
Real Intelligence. Better Decisions.™

Tips for How to Implement Retail Omnichannel Strategies

In the past, retailing has concentrated the majority of its marketing efforts on finding customers. In the digital era, however, the focus has shifted to simply keeping up with them.

We can locate customers everywhere now – browsing in the store, logging onto the web, opening mobile apps, posting on social networks. But joining the conversation with these digitally connected customers – employing a true omnichannel approach – has been a challenge for many retail operations.

A recent survey by Pitney Bowes, for instance, found that 70 percent of retailers have not changed their strategies for engaging customers in the past three years or have made only a few alterations. Even more discouraging, nearly 40 percent of the retailers surveyed said they were new to digital, and an additional 34 percent were not involved in digital at all. Altogether, three-quarters of these retailers have been hesitant to adapt to the growing digital demands of customers.

The digital dilemma facing retailers becomes clear in a 2013 study by Retail Systems Research, which discovered that of 98 retailers surveyed, just over half felt that consumer expectations were outpacing their ability to deliver omnichannel experiences, and 48 percent continued to struggle with effectively integrating new omnichannel strategies and processes into the store.

The fact is that today's customer knows as much about the products and services being offered in-store and online as the retailer does – and probably more. Baby Boomers, Gen Xers and Millennials alike are researching items, comparing prices, reviewing products, and gathering recom-

mendations from other customers, all with the smartphones in their pockets or the tablets in their handbags. They tend to gravitate to the retailers that participate in the same array of channels that they do, that engage in omnichannel approaches that provide great experiences, meet customers' rising expectations, and provide environments that stimulate customer loyalty.

It's vital that your retail offerings become accessible across multiple avenues of shopping experiences that help customers interact with the brand online and in-store in a consistent way. Meeting this challenge can be complex, but a half dozen tips will help you begin claiming your spot in the digital channels that customers are embracing:

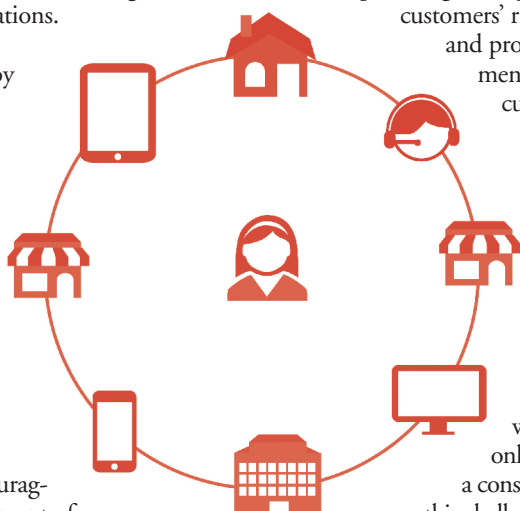
1. Create a seamless, equivalent experience for the customer regardless of the channel. Aberdeen Research defines this experience as the customer's ability "to move freely between channels while receiving the same brand promise from a marketing, branding, merchandising and interaction standpoint." Channels should complement and extend each other, rather than compete for the customer's business.
2. Invest in technology that provides a single, consistent view of your inventory across all channels. Your website and your store should not be considered as separate silos. Customers viewing an item on a smartphone should be able to see the same item in the shop, and any transaction must be able to be fulfilled at any

location through whichever channel the customer prefers.

3. Similarly, every piece of data about each customer should be kept in a record in a single database. The customer's history online should be integrated with his or her in-store and mobile purchase history.
4. Implement a commerce technology platform that not only manages inventory, fulfillment and customer experiences in every channel but also enables any sales associate, call center operator, or marketer to obtain the same complete picture of the customer's preferences, experiences and likely future purchases.
5. Equip your sales staff with tablets and smartphones that allow them to serve as a resource for customers regarding inventory and product features during the engagement process and even to complete transactions remotely in the store aisles. But don't feel that you must abandon your current standalone point-of-sale technology. Your existing devices can be integrated so they are connected with each other and bring together the data you need.
6. Consider technology that lets you track all those who have friended, followed, or liked your social media sites and that picks out those who are key influencers online. Rather than concentrating on customers who buy from you most frequently, focus on those influencers who are most likely to sway the opinions of others on social networks.

Racing to stay one pace ahead of your customers may seem to be an exhausting pursuit, but current technology can bring together all your customer data and inventory automatically so that, as customers interact more fully with your brand, you can engage with them more holistically based on a comprehensive view and an effective omnichannel strategy. **M**

Corey Gale is director of marketing-retail and eCommerce for North America at MICROS Systems (www.micros.com).



Strategic Solutions series

The New Help Desk

TeamSupport Enables Businesses
to Better Understand Their Customers

SPONSORED BY:



FEATURED IN:
CUSTOMER

The New Help Desk

TeamSupport Enables Businesses to Better Understand Their Customers

BY PAULA BERNIER

TeamSupport is a fully hosted cloud-based help desk solution that solves a fundamental problem that most support systems don't: helping businesses better understand their customers. Robert C. Johnson, president and CEO of TeamSupport LLC, explains it does that by delivering a suite of tools that provide insights into how customers interact with your company. CUSTOMER magazine recently interviewed Johnson to learn more.



Robert C. Johnson.

day-to-day business, sales, and support operations.

Who is your target customer?

Johnson: Software and technology companies with external-facing customer support. Any size company that wants to better understand its customers and enhance internal collaboration. Our current customers range from very small to very large, and include well-known brands such as the American Lung Association, AT&T, FujiFilm, and Walmart.

TeamSupport describes itself as a collaborative customer support software company. What does that mean?

Johnson: Our software is designed to enable cooperative problem solving among teams, including customer support/customer service help desks, sales, developers, managers, and customers. Customer support software typically only allows one-to-one communication between one support rep, and one customer. Alternatively, TeamSupport lets multiple people within a company work on tickets together, to help solve the customer issue faster. This also means junior staff get the benefit of learning from senior staff right from the start, so they can be more effective and learn much faster than in a typical siloed environment.

What inspired you and CIO Eric Harrington to establish TeamSupport?

Johnson: We created TeamSupport because as veterans of the technology industry, we understand the need for excellent customer service. We experienced first-hand the frustration of broken communication among teams and departments, as well as the exasperation of getting the same questions from customers but not realizing someone else had already come up with a solution. As executives we saw the negative impact of long help desk wait times and dropped calls on sales and performance. So in 2008, we developed TeamSupport to focus on those pain points and offer a solution that gives business-to-business customer support teams the tools and best practices they need to enhance customer loyalty and positively impact product sales.

What experience does TeamSupport bring to the table that makes it unique?

Johnson: Not that long ago we were working inside high tech and software companies as CEO, software developers, and customer support and help desk professionals. We understand what it takes to provide exceptional customer service because we've been there. Our executive team combines years of experience both in senior management and on the help desk itself. Our team has done everything from developing technology solutions and bringing them to market; to designing front and back office operations; and managing

Can you provide an example of a specific customer that has benefitted from the TeamSupport solution?

Johnson: Heartland ECSI provides financial services solutions to the higher education industry. It needed customer support software that would allow multiple departments and agents to follow customer tickets simultaneously. Being able to follow a ticket throughout its lifespan, and monitor and collaborate about it no matter which group it's assigned to, has allowed ECSI to improve ticket visibility for both its clients and its support agents. The multi-channel support options mean customers get faster, more responsive service, and ECSI has reduced its workload by the equivalent of a full-time staff.

How does TeamSupport stand up to the competition?

Johnson: Most support/help desk apps have a similar set of features – e-mail to ticket, escalation, customer portal, KBs, and a few other fancy tricks as well. These are important and, of course, they are integrated into TeamSupport as well. But it's really our understanding of the customer support workflow that sets us apart from the rest. Many others cater to the consumer support industry. TeamSupport is best suited for business-to-business customer support and offers features like the comprehensive customer database and product tracking to support that. Of course, our collaboration tools and team-focused approach also make us unique.

What one thing do businesses need to know about TeamSupport's solutions?

Johnson: TeamSupport is about getting the focus back to the customer, not just closing tickets. For business-focused companies that work with other businesses, it is essential to understand and manage the customer at the company level. Our product allows you to better understand your customers and gain valuable insights on their relationship with you. Customer support is not just about reactively dealing with tickets, but proactively working with your customers to meet their needs. TeamSupport gives you the intelligence to be able to do this so you can differentiate and grow your business.

REAPING THE BENEFITS OF CUSTOMER SERVICE & SUPPORT (CSS) SOFTWARE

Struggling to **manage customer complaints**?

Looking for better **ticket management**, customer history, and reporting?

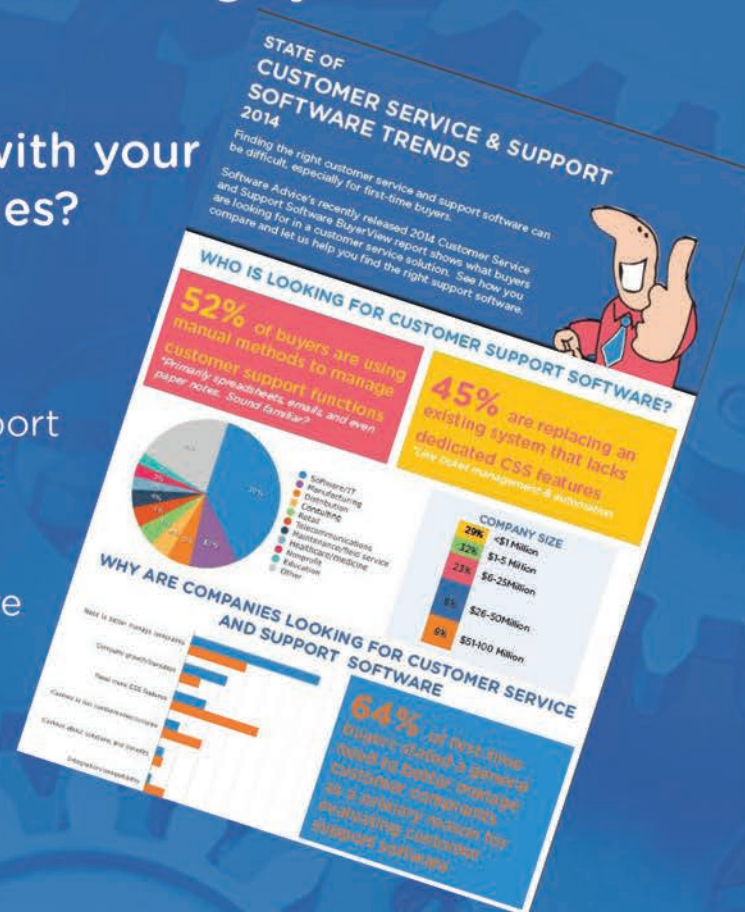
Still using **email** & spreadsheets to manage your customer service and support?

Want CSS system to **integrate** with your other systems, like CRM and Sales?

You're Not Alone!

With the right customer service and support software, companies with external-facing support teams can significantly improve their handling of customer requests and complaints, reduce workload, and improve the customer experience.

Scan the QR code below to see an Infographic with valuable information on what to look for in CSS software



Visit teamsupport.com/state-of-css-software to learn more.

TeamSupport users benefit from easy to use features like customer-focused ticket management, integrated email, ticket automation, and advanced reporting & analytics that help you better manage your customers' experience.





The Role of Automation, the Cloud, and the Human Touch in Translation

BY PAULA BERNIER

Automation has been and continues to be an important tool in customer service and in communications as a whole, but when it comes to esoteric matters such as language translation, employing a combination of human and technological resources tends to deliver best results.

Automated translation can be a helpful tool, but can't be what you rely on completely because of colloquialisms and different grammar, says Kelly Koelliker, director product marketing at KANA. If you do, it just ends up seeming like you're talking to a machine, she adds, especially since "customers demand a high-quality, personalized experience, and that's not limited to your English-speaking customers." Use of automated translation tools is a fine first step, but then there should be human eyes on content delivered via e-mail or website, for example, or provided for agents communicating via any channel, she says.

"Customer service needs to be personal in any language," says Koelliker. "So you can't just rely on automated translation services."

A best practice in content translation and storage, she advises, is that rather having 20 different language repositories, to have systems that can manage one piece of content in all its different forms, and to manage all of that with a centralized control and administration system.

Smartling is a cloud-based translation management company based in New York City. Nataly Kelly, vice president of marketing at the company, notes that the transition to cloud-based applications is becoming more mainstream across the entire business technology landscape, including customer relationship management, marketing automation, accounting, and business intelligence analytics. So why not apply it to language translation as well?

Harnessing cloud-based translation management services can expedite the process of translation and

make such services more available to mid-market companies and even SMBs, she says.

"A cloud platform can automate translation workflow processes between your team and your language service provider and gives you the ability to leverage previously translated material, which saves time and improves overall efficiency," she says. "Plus, a cloud-based global delivery network eliminates the need for you to manually create separate websites for each language. A translation software platform can also be used to translate a customer service mobile app or even training materials for your international call centers, marketing brochures, support content for customers, legal documents, or any other type of documents."

Rubric is also a content translation company, of which Francoise Henderson is CEO and Ian Henderson is CTO. The 20-year-old company translates user manuals for Toshiba, and print brochures and websites, for example, for other companies. The bulk of its clients are in the high tech vertical.

The company leverages computer-aided translation, and every phrase is translated by a human and committed to a database. If a phrase occurs later, it can be pulled from that database, which greatly speeds up the translation process.

The Rubric execs say the trend in translation is to move away from uncontrolled unmanaged translation, toward much more managed translation with a project manager. Still, he adds that there are something like 30,000 translation companies worldwide, and that even the biggest companies in this space have less than 1 percent market share. **M**



Create Powerful Customer Connections

Five9 Cloud Contact Center Software

Simplicity for the business user. Rich functionality for the enterprise. All the features you need to create powerful customer connections. Make the move to the Five9 Cloud.

- Inbound, Outbound, and Blended Voice
- Integrates with Leading CRM Solutions
- Reliable and Scalable Cloud Platform

Join our Call Center Software Community:
<http://call-center-software.tmcnet.com>

1.800.553.8159



By Miguel A. Ramos

How to Find the Ideal Contact Center Site

To some, Guatemala may appear to be the perfect location for a customer contact center. From languages spoken to educational and university infrastructure to government embrace of the emerging call and contact center industry, the Central American country has significant benefits that can be highly attractive to center providers and their customers.

Yet, Guatemala lives in the shadow of others. Locations like Panama, Costa Rica, and even Colombia, often are first off the tongue when discussing near-shore contact centers.

So Guatemalan leaders decided to change the conversation and cast their own shadow. Today, improvements in education, language skills, and even infrastructure have made Guatemala a new voice on the customer contact center scene.

As a result of its efforts, one global contact center provider opened a new 500-seat facility there in June. It was the company's second center in Guatemala in the past three years.

It did so only after addressing a lengthy list of due diligence items commonly raised by those site selecting new facilities. The site selection team included contact center experts and a global real estate advisory firm versed in researching global market conditions. It explored real estate site availability, existing and planned infrastructure and improvements, labor and talent acquisition opportunities, educational institutions, and costs of labor and living – all of which can affect the provisioning of a contact center.

With an approach that incorporated both quantitative and qualitative research, the recent site sourcing effort revealed Guatemala as a desirable call center destination that meets a variety of essential business and workforce needs.

During any market research process, executives must address the topic of geography and geopolitical realities. To that end, Guatemalan leaders could not have planned some of its geographic attributes any better.

Guatemala City is a roughly 2.5-hour, non-stop flight from Houston or Miami. For executives or managers who need to interact with teams on site, or travel to the center, a market's near-shore presence removes barriers of time and distance. Its location in the US Central Time Zone also improves real-time conversation and facilitates timely collaboration.

Guatemala's real estate costs are on par with other comparable markets in the region. But its utility costs can be higher. Even a local Value-Added Tax raises the cost of computers and electronics.

Guatemala and Guatemala City are politically and socially stable. Discussions with local business executives and leaders found that graft and corruption, two concerns common to some emerging markets, were insignificant in Guatemala.

Also, the workforce's education levels are rising, and the prevalence of languages spoken – Spanish, English, Canadian French, German and Italian – have helped broaden the scope of potential customers the market can serve.

While labor costs are similar to those found in other markets, expenses for the workers themselves – as with any metropolitan market – can be high and cut into workers' take-home wages. Unlike some Latin American and even European markets, where mass transit is reliable, convenient and inexpensive to workers, in Guatemala, many workers commute by car to work. Yet, parking is expensive.

So the contact center provider stepped in. The building chosen is beside a local mall. Because most work in the center is done during the workday, the operator arranged to use the parking lot at the mall to accommodate employees' vehicles. Provider and employees share the cost, which is a fraction of other parking solutions in the city's business district.

Meanwhile, the government and a local consortium are investing in "jitneys" to improve commuting options. Some upgraded buses soon will include Wi-Fi and more convenient schedules.

This June, the first 300 of the planned 500 seats at the center came online. It eventually will grow to 700 seats. The sourcing and opening of the center came only after rigorous analysis that explored everything from real estate and utilities to labor and infrastructure. The due diligence and data analysis helped verify quantitative findings.

The resulting research revealed a destination that effectively changed the conversation and established Guatemala as a key player in the regional contact center marketplace. **M**

Miguel A. Ramos is executive vice president of corporate development with C3/ContactChannels (www.c3connect.com) and president of C3 Performance Optimization.

United to bring you...

Global Cloud Contact Center Solutions



The Genesys | Angel SaaS Platform gives your business:

- ▶ Fast and flexible IVR and contact center solutions to meet your unique needs.
- ▶ An open, configurable and scalable cloud-based platform.
- ▶ On-demand business intelligence and caller analytics.
- ▶ True multi-channel communications including SMS, mobile, chat, and more!

Discover More about the robust Genesys | Angel SaaS offering:

angel.com | 1.888.MyAngel



By Jamie Harris

The Call for a Superior Customer Experience

We all know this: Customer retention has never been more important. Customers have choices and creating a positive experience with every connection you have with them leads to the long-term loyalty every business is seeking. Today, the essence of the customer experience hinges on how well companies can connect and communicate with individuals according to their needs. Companies that are successful at retaining customers and earning positive word-of-mouth understand the importance of keeping them engaged across all channels of choice – voice, print and digital. And the first stop in this connection is often a company's contact center.

Managing the challenges and opportunities of a contact center environment is no longer a matter of dispatching information or simply resolving an issue. With consumers having access to multiple devices and engaging with businesses through multiple channels day and night, contact centers are fast realizing the need to find communication solutions that make it possible not only to adopt a single customer view, but to empower contact center staff to interact with them in that manner as well. The ability to deliver a coordinated, consistent approach through all available channels has become a business standard.

Streamlining the ability to respond to customers in a way that creates and maintains loyalty requires every business to start thinking of the contact center as a viable extension of marketing. By offering customers a variety of ways to reach your organization, and by using technology that enables a more personalized and relevant interaction, the opportunity to strengthen relationships and engage clients is in the capable hands of those who connect with the customers most often: service representatives.

To turn this requirement into a consistent and seamless experience, the technology implemented needs to be collaborative in

nature and make possible the rapid delivery of approved, compliant correspondence, while reducing the time and cost required to serve customers.

Your contact center should be a fully integrated customer engagement hub that has the ability to shift seamlessly to a range of channels with the messaging remaining intact. For example, what happens if a

CUSTOMER EXPERIENCE

customer completes a transaction via the Internet, yet your next mailed statement doesn't reflect the change? To avoid that type of disconnect in communication and the frustration that results, it is critical to have technology in place that ensures every channel is synchronized.

When determining what technology is right to guarantee the delivery of consistent and relevant messages to customers across all touch points, ask the following questions:

- Does the solution guide front line staff through an intuitive systematic process

to create personalized correspondence?

- Can CSRs use preapproved templates and make selections on predefined content options and data prompts for document assembly?
- Are there automated business rules that act as referees, enabling freedom of personalization within the corporate and compliance guidelines?
- Is there a built-in proofing environment so the full document, including variable data, can be viewed on screen instantaneously?
- Can archives be automatically created for each document so that they can be retrieved instantly by authorized CSRs for immediate reference?
- Is there a central repository that can be easily updated and maintain all templates and content?

Every link in the corporate chain – from marketing to operations to IT – is beginning to recognize the potential of the

customer contact center as a significant means for getting closer to the customer. Contact centers have the opportunity to create tremendous value in the customer engagement process as new ways to communicate continue to evolve and technologies continue to influence how companies deliver customer service.

The steady development and expansion of both hardware and software have brought about – and will continue to bring about – much-needed changes in the management of customer service, highlighting the continued need to give the contact center staff the flexible, effective tools they need to better serve customers. **M**

Jamie Harris is vice president of diversified services at the document management company GMC Software Technology, North America (www.GMC.net).



Upcoming **TMCnet** Webinar Schedule

Archived • View Today!

SIP, SBCs and Lync – The Knockout Punch for Productivity and Profitability

SPONSORED BY:



[http://www.tmcnet.com/webinar/sonus/
SIP-SBCs-and-Lync-The-Knockout-Punch
-for-Productivity-and-Profitability.htm](http://www.tmcnet.com/webinar/sonus/SIP-SBCs-and-Lync-The-Knockout-Punch-for-Productivity-and-Profitability.htm)

Archived • View Today!

The ROI of Integrated Communications: Replacing an Aging Infrastructure while Cutting Costs

SPONSORED BY:



[http://www.tmcnet.com/webinar/
ringcentral/The-ROI-of-Integrated-
Communications.htm](http://www.tmcnet.com/webinar/ringcentral/The-ROI-of-Integrated-Communications.htm)

Archived • View Today!

Solving the top 5 SMB Challenges with Video Conferencing Appliances

SPONSORED BY:



[http://www.tmcnet.com/webinar/telylabs/
Solving-the-top-5-Challenges-with-
Video-Conferencing-Appliances.htm](http://www.tmcnet.com/webinar/telylabs/Solving-the-top-5-Challenges-with-Video-Conferencing-Appliances.htm)

Archived • View Today!

Ask the Expert: SIP Trunking and WebRTC

SPONSORED BY:



[http://www.tmcnet.com/webinar/
ingate-systems/Ask-the-Expert-SIP-
Trunking-and-WebRTC.htm](http://www.tmcnet.com/webinar/ingate-systems/Ask-the-Expert-SIP-Trunking-and-WebRTC.htm)

PureCloudSM... Changing *Everything*

A Thought Leadership Advertorial from Interactive Intelligence

Twenty years ago, Interactive Intelligence changed the way businesses communicate with its all-in-one multichannel software platform. Ultimately, our platform changed the communications industry, the customer experience, everything. Now we're changing everything again with Interactive Intelligence PureCloud, a suite of cloud-based services for enterprise-grade communications, collaboration, and customer engagement.

Elegant architecture

"Enterprise-grade" starts with the elegant PureCloud architecture. It's an architecture that utilizes the power and breadth of Amazon Web Services (AWS) to provide communication services capable of meeting the needs of any size organization. It's also one that combines the advantages of a true Cloud 2.0 architecture and powerful media processing with the ability to support locally optimized voice routing. The PureCloud suite consists of several application services that can be deployed together or independently.

Directory. Synchronize PureCloud's powerful organizational directory with many other IT systems. Then collect valuable employee information and make it available to other employees via web browsers and mobile apps on iOS, Android, and Windows Phone 8 devices.

Unified Communications. Deploy a corporate unified communications solution that encompasses IP PBX, voice mail, fax, instant messaging, video, and conferencing. PureCloud UC can serve as the complete communications system for the largest corporations in the world.

Contact Center. Handle every aspect of customer interaction with speech-enabled IVR, ACD, and the skills-based queuing and routing of phone calls, emails, web chats, text messages, and video interactions. Real-time monitoring and supervision, recording, data analytics, and speech analytics help make the customer experience exceptional.

Social Customer Service. Take a social approach to customer service that lets you expose whatever information you like about your available agents — photos, names, backgrounds, skills, and even languages. Customers choose the agent they want to interact with, plus the channel of interaction.

Document Management. Index millions of documents regardless of where they're stored and serve them up to employees around the globe on every conceivable type of device. Store documents securely in the cloud or in repositories such as storage networks and file servers within your network. Documents can be searched, versioned, and annotated with strict access controls.

Workflow. Visually define process flows and then automatically route and track work throughout your organization. Automate key business processes and track the efficiency gains.

Enterprise Portal. Give your employees a collaborative social environment in which to interact to share information and solve problems. Employees can access the Portal using web browsers and popular mobile devices, and can create topics and associate documents, comment threads, and so on.

Case Management. In a unified approach to the customer experience, track customer cases across any interaction channel, and anywhere in your organization.

Customer Portal. This is the ultimate destination for customer engagement. Tailor a web portal to the needs of your organization and its customers, re-using many of the social media and gamification capabilities of Enterprise Portal.

Architecture flexibility

PureCloud services can replace existing IT systems and applications like PBXs, ACDs, and IVRs, but can also work alongside them. For example, keep your current PBX and use PureCloud Contact Center to automate your customer service. Or use PureCloud Social Customer Service to add a VIP service portal to your existing contact center solution.

A secure cloud foundation

All PureCloud services are built atop the same foundation — PureCloud Platform. PureCloud Platform acts as a secure, cloud-based repository that provides:

- **User management.** Store comprehensive and extensible information about all your users, their roles, permissions, contact information, etc.
- **Single sign-on.** Users log into a single site and access all PureCloud services.
- **Group management.** Create dynamic group definitions based upon your org chart, skills, office location, language, and any other attributes. Users are automatically added to and removed from groups as they're onboarded and as their information changes. PureCloud groups can be used to generate dynamic Exchange distribution lists.
- **REST API.** PureCloud Platform exposes a comprehensive API that allows you to access the functionality of all services from web applications or mobile apps.

PureCloud is changing everything about the cloud, and about how organizations communicate.

This article is forward-looking, and is intended to help the reader understand the vision for Interactive Intelligence PureCloud. It makes no attempt to differentiate those services and features currently available from those that are still under development.

Visit www.inin.com/purecloud to learn more.

Contact Center Solutions

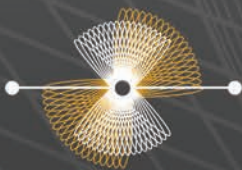


A global online community

Log On Today!

<http://callcenterinfo.tmcnet.com/>

Sponsored by:



INTERACTIVE INTELLIGENCE

Deliberately Innovative



Powered by:

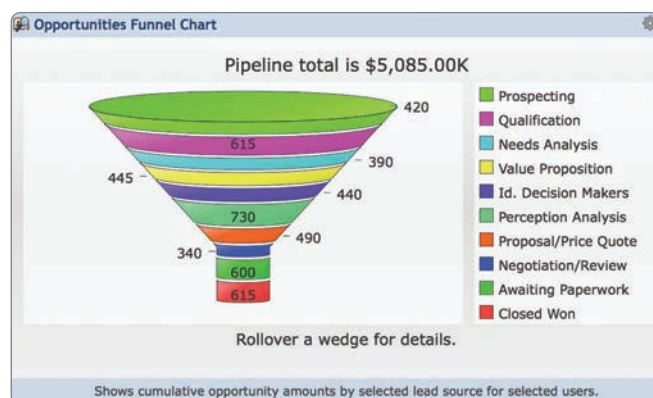


Lead Management

This issue's Roundup focuses on lead management solutions.

Here's a rundown of some of the offerings in the lead management space, as submitted by the vendors in this arena.

1CRM Corp. www.1crm.com



1CRM is an all-in-one customer relationship management solution which includes an integrated lead management system. 1CRM creates lead-capture forms using a 1CRM WordPress plugin for WordPress-based sites, or HTML forms for any other type of website. Captured leads automatically appear within the 1CRM system, where they can trigger automatic workflows, or join a dynamic target list and receive drip-feed e-mails. Drip-feed campaigns send a timed sequence of e-mails to automate lead follow-up. For example, sending a series of messages on the first, third, seventh, fourteenth, twenty-first and thirtieth day after the lead was captured. Dynamic target lists take the work out of managing e-mail lists, automatically creating rule-based lists for specific interests, geographical regions, or any other qualifications. 1CRM can automatically create and display charts of lead data on dashboards or e-mail them automatically to users, providing near real-time analysis of lead sources, pipeline, projected revenue, and upcoming opportunities. Lastly, 1CRM features profiles for leads and/or clients, including contact information, social networks, activity tracking of calls/meetings/tasks/e-mails, purchase history, support incident history, company profile and upcoming opportunities.

Alorica www.alorica.com

Alorica, a leading provider of customer management outsourcing solutions, offers ASCEND, a vertically-integrated sales platform that incorporates predictive analytics, data enrichment, multi-channel direct marketing and inside sales. ASCEND leverages Alorica's global contact center footprint, database, and direct marketing capabilities to provide companies with a solution to generate leads in small to medium-sized business markets.

CallidusCloud www.calliduscloud.com/

CallidusCloud provides a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate quote and proposal generation, and streamline sales compensation – driving bigger deals, faster. CallidusCloud's Marketing Automation platform provides an easy-to-use, collaborative SaaS solution designed for inside sales, sales, marketing, and web optimization teams to transform their sales pipeline growth. The platform goes beyond demand generation and workflow automation to provide real insight into a website visitor's intent, deriving actionable intelligence to convert a visitor into a qualified sales lead. The solution uses effective collaboration methodologies and enables knowledge sharing within communities across an organization's internal and external networks to bridge the gap between sales and marketing and help boost revenues. With CallidusCloud Marketing Automation you can attract and generate more leads through SEO and social campaigns; identify your qualified leads and nurture them into opportunities; get insight into your leads at every stage of the sales cycle; align your sales and marketing goals; enable sales and marketing team collaboration to improve deal sizes, win rates, and sales cycle times; and accurately measure marketing ROI and improve marketing effectiveness.

ClickPoint Software www.clickpointsoftware.com

ClickPoint Software provides CRM and lead management software through its easy-to-use SalesExec solution. Rather than taking months or years to deploy, SalesExec is adopted by your entire sales team and deployed in days. SalesExec can route leads to your franchisees, call center agents, or sales teams in seconds. SalesExec helps your sales team improve in the first 30 days by reducing contact time on new leads and being the first to call every new lead, increase ready-to-buy leads by 20 percent or more, actively marketing to leads that aren't ready-to-buy

VoIP Recording was **NEVER EASIER!**

SIP Print

Your IP PBX increases the productivity of your users and lowers your operational costs. It makes excellent business sense. Enhancing your system with SIP PRINT makes it even better.

SIP PRINT offers award-winning solutions for:

CALL RECORDING - Record in-bound and out-bound calls for specific users, for training, customer satisfaction or legal compliance requirements

QUALITY ASSURANCE - Integrated Agent Scoring Module imbedded in SIP Print new CR 2.0 version

SESSION BORDER CONTROLLER RECORDING - SIP Print new CR 2.0 now records SBC protocol based on RFC 3261

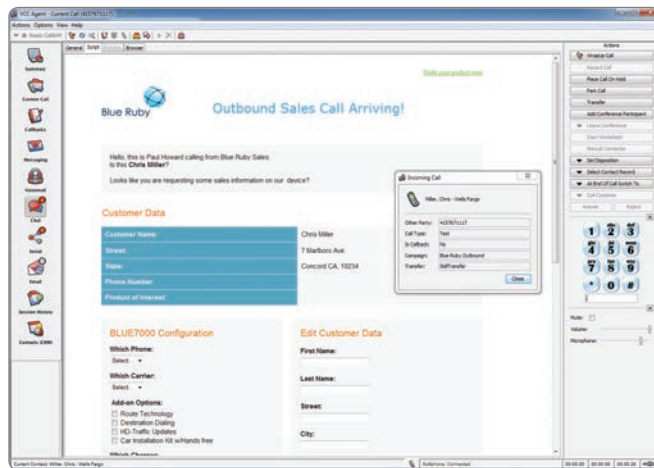
CALL ACCOUNTING - Control costs and compliance with detailed reports on historical usage, and plan for the future with forecasting

And Much More! - Visit www.sipprint.com
For more Information



today, and ensuring that leads are being called the optimal amount of times. Recognizing that each company has a unique sales process, the software offers simple drag-and-drop screens to help users configure the software to improve their sales process. SalesExec makes it easy to integrate all of a company's marketing and lead sources into one solution. SalesExec offers shared calendars, e-mail marketing, lead routing, lead scoring, and lead prioritization to ensure you drive more value from your leads. SalesExec includes a powerful API, so it integrates with existing software or third-party solutions. This includes phone services, accounting software, analytics, and more.

Five9 Inc.
www.Five9.com



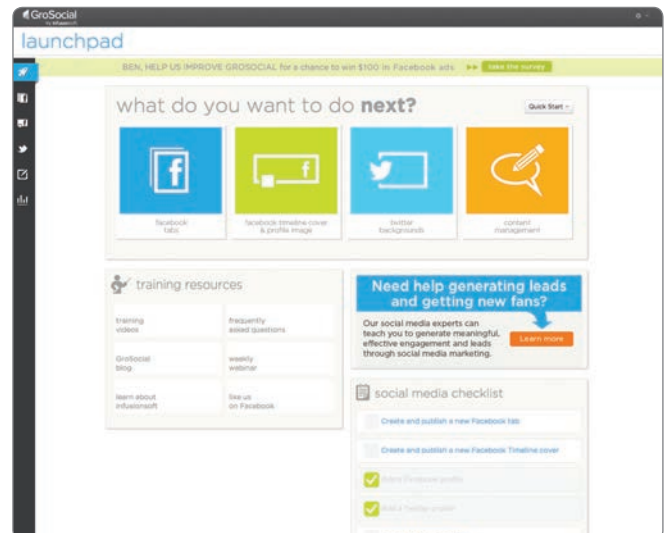
Five9 is a leading provider of cloud contact center software, bringing the power of the cloud to thousands of customers and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, delivering software to help organizations transition from premises-based software to the cloud. With its extensive expertise, technology, and ecosystem of partners, Five9 delivers secure, reliable, scalable cloud contact center software to help businesses create exceptional customer experiences, increase agent productivity, and deliver tangible results. Five9 offers seamless integrations with key CRM vendors such as Salesforce.com, Oracle RightNow, Velocify/Leads 360, and Authority Software. These relationships enable sales teams to succeed with a combination of lead management and customer contact. Many CRM vendors use contact center solutions to manage interactions with leads, prospects and customers. Five9 helps power sales organizations by creating live connections with its customers and transferring contextual information to the agent/sales person at the moment of truth, when they're talking to the prospective buyer. By providing a strong integration between lead management and contact centers, Five9 enables a more efficient and informed experience for salespeople, which makes for more relevant and profitable interactions with prospects.

Infor
www.infor.com



Infor offers a comprehensive suite of marketing, sales, and service applications that deliver the capabilities mid to large-sized organizations need to drive engagement throughout the entire customer lifecycle. The suite includes: Marketing Resource Management; Social Marketing; Marketing Asset Management; Marketing Campaign Management; Real-time Offer Management; Customer Interaction Management; Sales Force Automation; Service and Big Data Analytics. By tightly integrating with back office systems, Infor automates the full demand-to-supply chain, from lead to ship, by integrating marketing and sales processes with supply chain planning, sales and operations planning, and production scheduling in real time. This vision delivers deep customer insights from data related to every customer interaction across the entire lifecycle.

Infusionsoft
www.infusionsoft.com



Infusionsoft is the leading sales and marketing software for small business owners that helps them get organized, grow sales, and save time. Infusionsoft makes it easy to create a sales and marketing strategy and map out each step; centralize all customer interactions and daily activities; capture new leads and automate follow-up based on preferences and needs; identify the best leads and close more sales faster; and automate repetitive tasks like follow-up, contact management, billing and payment – all from one place. In addition to the Infusionsoft flagship product, the company has a host of other software solutions and integrations that makes sales and marketing for small businesses easier. GroSocial by Infusionsoft is a social lead generation software for small businesses that helps them attract fans, leads, and customers with social promotions and contests. Unlike other social media tools, GroSocial focuses solely on small businesses and provides solutions to turn social engagement into measurable success.

Interactive Lion
www.leadcapsule.com

Interactive Lion's Lead Capsule software provides lead management, lead generation, and lead distribution in the cloud. Build custom lead forms, accept leads via a custom API (host and post), or import leads, and deliver those leads to your lead

buyers via e-mail, FTP, HTTP, XML, JSON or SOAP Post or Ping/Post. Define custom price points, based on geo location or any other data point captured, and set up scheduling to ensure you only deliver leads that your lead buyers want and when they want them. Lead Capsule offers full support for ping trees and ping/post campaigns. Provide your vendors with access to their vendor portal, to see the leads they have submitted to you and your lead buyers with access to their client portal, to see the leads they have purchased from you. Clients can also return leads, access invoices, and make online payments through their portal. Lead Capsule's sales portal allows your sales team to log in and manage lead buyers they have signed up with your company. Lead Capsule also offers a CRM portal to manage call center leads. The CRM portal offers full communication capabilities via a softphone, e-mail or SMS.

Leadspace
www.leadspace.com

Leadspace is the leading social powered B2B demand generation solution that enables companies to tap into social, internal, and external data in real time to discover, engage and understand prospects to drive increased marketing and sales performance. B2B marketers use the Leadspace SaaS solution to satisfy the full spectrum of demand generation needs

It's time to **change** the conversation.



Flexible | Responsive | Reliable | Expertise | Value

If you had the tools to transform your customer service department into an area of excellence and develop long-term relationships with your customers, wouldn't you use them? Here at TantaComm we recognize that your customer interactions are the foundation of your business and we provide a 100% reliable product suite on which to build that foundation.

Our responsiveness and expertise are unmatched in the industry. With a 98% annual customer retention rate, we can prove that we know how to make our customers happy – by creating solutions that meet their specific needs.



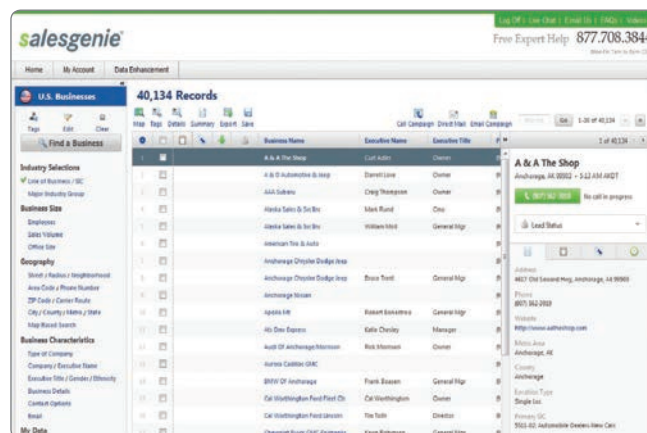
1-800-444-8522 | tantacomm.com

Salesfusion
www.salesfusion.com



Table of Contents

Salesgenie
www.salesgenie.com



Subscribe FREE online at customerzone360.com

November 18-24, 2014 - San Jose Convention Center - San Jose, California

@webrtcexpo
#webrtcexpo



Web RTCv

CONFERENCE & EXPO

www.webrtcexpo.com

Explore Changes in Enterprise Communications

- Adding Video to Web Apps
- Contact Centers/Customer Service
- Enterprise UC
- Financial Services
- Healthcare
- Vertical Applications
- Retail

Diamond Sponsor



ERICSSON

Platinum Sponsors

Dialogic

ORACLE

Gold Sponsors



Silver Sponsors

TollfreeClicks

TollfreeRewards

VideoTion



Strategic Sales & Marketing Inc. www.manageyourleads.com



Founded in 1989, Strategic Sales & Marketing Inc is a provider of lead management and lead generation services. SSM has completed more than 50 million new business sales presentations to high-level decision makers and generated more than 7 million sales leads. Our Major Account sales lead generation services and appointment

setting services are targeted to those companies whose primary focus is selling complex B2B products and or services. Typically our clients are utilizing a solution sell process and therefore require lead generation where prospects have a challenge, problem or issue that needs to be resolved. We are able to service your entire lead portfolio including, but not limited to, pay per click, direct mail, inbound/outbound telemarketing, e-mail, and social media marketing. When a lead comes in, we call prospects, and qualify them, so that your sales reps can focus on the strongest opportunities. Our U.S.-based sales agents sort, rank, and nurture your lead portfolio, ensuring that your team is operating as efficiently as possible.

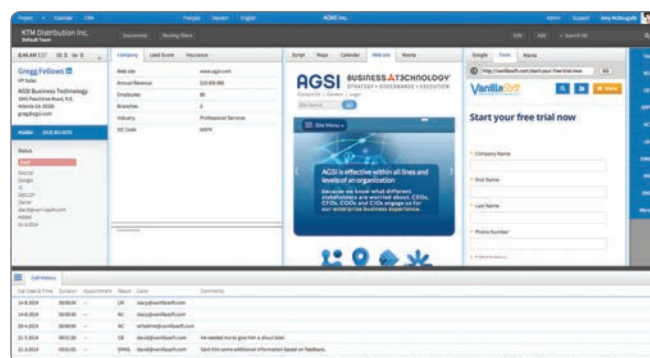
SugarCRM www.sugarcrm.com

With Sugar, your entire organization can build better customer relationships that set you apart from your competitors, grow sales, improve satisfaction, and drive more effective marketing campaigns. Sugar puts your individual needs first, unlike traditional CRM systems that focus on tracking and managing sales by using a one-size-fits-all approach. Sugar UX is simple, engaging, and consistent whether you're at your desk or on a mobile device. Sugar UX's contextual intelligence helps you discover new customer insights, collaborate more effectively, and make better, faster decisions. Sugar Professional is designed for your growing business. Sugar PurePrice ensures that you'll know exactly what Sugar costs. Sugar Enterprise integrates seamlessly with your business processes today and tomorrow. You'll have unlimited versatility and control with unparalleled platform configurability. Also, because Sugar is built on industry-standard technologies including HTML5, REST, JavaScript, and PHP, it delivers reduced cost, less risk, and long-term peace of mind. Sugar Ultimate ensures you'll have both application and developer support at your fingertips, 24 hours a day. An Ultimate subscription includes unlimited support cases, phone support with one-hour P1 response time, an assigned Technical Account Manager and technical support representative, an extended system health check and much more. SugarCRM also provides an exclusive uptime SLA for Sugar Ultimate subscribers.

USAWeb Inc. www.USAWeb.net

USAWeb Inc. specializes in developing usable web and mobile applications. LeaDNA is an all-in-one marketing automation platform that streamlines lead generation, management, and nurturing while integrating e-mail marketing, social media management, online content management, and direct mail marketing tools into a single and seamless platform. By reducing data entry, automating lead follow-ups, scheduling campaigns, and visualizing ROI, LeaDNA cuts digital marketing costs, saves time and helps organization make strategic decisions through data visualization. LeaDNA's small business suite, Office Bird, helps entrepreneurs streamline their online presence and visibility by offering a central website management, social media marketing, and e-mail marketing platform.

VanillaSoft Inc. www.vanillasoft.com/products



VanillaSoft is a queue-based lead management platform built specifically for sales by phone. While traditional CRM solutions provide features for account/order management, and customer service functions, VanillaSoft provides the lead generation and nurturing tools for successfully managing and closing new business. VanillaSoft's queue-based lead management platform helps clients improve productivity, achieve deeper list penetration, gain greater management control, and increased speed to lead. Productivity-enhancing features such as logical branch scripting, VoIP, progressive and preview dialing, and message drop help VanillaSoft clients realize up to a 400 percent increase in average sales calls per hour. Deeper lead penetration features including flexible data querying, lead scoring, and integrated e-mailing help VanillaSoft clients improve number of call attempts per lead with many customers reporting an average of seven follow up call attempts per lead. Users experience a decrease of 30 percent in lead decay rate with VanillaSoft. Faster speed to lead is possible with VanillaSoft thanks to lead capturing and nurturing features and automatic lead distribution functionality. Sales teams using VanillaSoft report that the majority of all leads are contacted within the first 5 minutes. VanillaSoft is a TMC CUSTOMER Magazine 2014 Product of the Year Award winner and a 2014 Communications Solutions Product of the Year Award winner.

Start **ACHIEVING** Content Marketing Results



Content Boost is here to help!

Our mission is to become your trusted content strategy vendor and to execute all your content and marketing needs. Using custom content, you will amplify your sales, reinforce your brand, drive online traffic and maximize your marketing and operational budgets.



P: (203)295-0195 | www.ContentBoost.com

**Content
Boost**
Amplify Your Sales

CUSTOMER Announces Speech Technology Excellence Award Winners

TMC's Speech Technology Excellence Awards recognize companies that have developed innovative speech technology solutions that improve the bottom line for their customers. These include, but are not limited to, speech and analytics engines, IVR and self-service solutions, headphones, and voice-activated applications and services.

Here's our crop of Speech Technology Excellence Awards for 2014.

Aspect Software

Aspect Proactive Engagement Suite

Aspect Proactive Engagement Suite is a SaaS-based, fully automated, advanced suite of customizable outbound customer engagement applications. The suite is designed to provide personalized, legislation-compliant, and cost-effective interaction experiences, hosted entirely in the cloud.

Calabrio

Calabrio Analytics

Calabrio Analytics includes desktop, speech, and text analytics. It turns recorded data transactions into meaningful results that are automatically reviewed, categorized, analyzed, and made ready for action.

Calabrio Analytics automates the search and brings structure to traditionally unstructured voice and text data, so quality and compliance teams spend substantially less time on review and significantly more time making an impact on the business.

Conexant

CX20874

The CX20874 device is a high performance digital audio processor which provides a turnkey DTS headphone and headset solution by enabling consumers to enjoy the immersive and realistic DTS surround sound listening experience (up to 11.1 channels) from stereo transducer headphones. It integrates advanced low-power techniques, such as power gating, data retention, low-V_{dd} standby, and dynamic voltage scaling, which employ voltage control to manage power. Frequency scaling mechanisms can also be used to reduce the power consumption further.

HireIQ Solutions Inc.

Audiolytics

HireIQ's patents-pending Audiolytics application automatically assesses key characteristics of a candidate's recorded virtual interview and identifies those who demonstrate desirable traits. Excellent performers are conveniently identified to a recruiter for priority consideration. Audiolytics also uses well-established emotional affect concepts to determine a candidate's suitability for specific job roles.

HP Autonomy

HP Explore

HP Explore is a web-based, visual multichannel customer interaction analytics application powered by HP

IDOL. It consolidates all customer interactions, whether direct or indirect, structured or unstructured, to identify patterns in customer behavior. This allows organizations to turn insights into action by performing advanced statistical analysis on human friendly information and evaluating its contextual meaning.

Interactions Corp.

Conversational Virtual Assistant Solutions

Virtual Assistant applications allow consumers to understand and interact in complete sentences. The caller is not limited to using short sentence fragments that do not allow them to fully voice their intents. By utilizing a conversational dialogue, consumer interactions are quicker and more effective, reducing the customer effort and improving caller satisfaction.

SPEECH TECHNOLOGY



EXCELLENCE AWARD™

Miami Beach Convention Center | January 27-30, 2015 | Exhibits January 28-30, 2015



ITEXPO[®]

ITEXPO.com

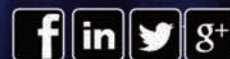
See What's Next In Communications Solutions

Discover:

The Next Frontier in Communications

Customer Experience
IP Communications
Mobility
Open Source
SIP Trunking
SDN/NFV
Smart Voice

#ITEXPO | @ITEXPO



Diamond Sponsor:



Platinum Sponsors:



Gold Sponsors:



Jacada Inc.

Jacada Visual IVR

Visual IVR not only provides a visual experience for the customer, but it also provides consistency and continuity so a customer can start the interaction on the web or mobile, keeping the experience across all touch points the same. It also improves call center service levels by routing calls precisely where they need to go and reducing the need to forward and re-route incoming customer calls.

Nuance Communications

Nuance Voice Biometrics

Nuance voice biometrics allows consumers to use their own voice – an identifier that is unique to every individual – to effortlessly identify themselves to the companies with whom they do business. Not only does this improve the experience for customers, it also dramatically enhances the experience of the customer service representative who is able to focus on strengthening customer relationships rather than authenticating callers.

Nexidia

Nexidia Interaction Analytics

Nexidia Interaction Analytics provides vital agent and customer behavioral data found in contact center interactions from sources including audio, chat, e-mail, SMS, social media, and surveys. By structuring, synthesizing, and analyzing this interaction data, companies can draw correlations, view trends, uncover root causes, and build predictive models that empower them to approach their customers in new and innovative ways.

SmartAction Co.

Intelligent Voice Automation

SmartAction offers artificial intelligence voice self-service for medium to large businesses. The cloud-based solution utilizes natural language speech capabilities to improve callers' self-service experience. Commonly used for providing customer service, the Intelligent Voice Automation technology allows companies to handle complex customer interactions with an intuitive, resourceful, and cognizant AI agent.

SPEECH TECHNOLOGY



EXCELLENCE AWARD™

NICE Systems

NICE Interaction Analytics

NICE Interaction Analytics is a multichannel analytics solution that provides a unified view of the diverse communication channels, and enables companies to extract the vast amounts of valuable information from the interactions across them. Leveraging these once-hidden insights, companies can drive customer satisfaction, and positively impact key measurements, such as first contact resolution, average handle time, customer churn, sales, and debt collection effectiveness.

Verint Systems Inc.

Voice of the Customer Analytics

Verint's VoC Analytics offering helps organizations automatically glean valuable intelligence from millions of customer calls so action can be taken quickly. Protected by more than 40 patents, Verint's mature and widely adopted speech analytics solution enables organizations to derive actionable operational information from the content of 100 percent of all recorded calls.

Nuance Communications

Nina Mobile

Nina brings speech-based personal assistant capabilities to mobile customer service apps. Since its launch, leading brands such as Coca-Cola, Domino's, Jetstar, USAA, and Windstream have chosen Nina to enhance the experience of both their mobile and web consumer interactions. It combines contextual awareness, multi-slot dialog management, natural language understanding, speech recognition, and voice biometrics to deliver a human-like experience.

Voice Print International Inc.

VPI EMPOWER

VPI EMPOWER software delivers a toolset of multichannel communications analytics and improvement workflows uniquely combined with conversational self-service via virtual agents, putting the power to delight customers, assure compliance, and maximize productivity into the hands of next-generation contact centers. VPI EMPOWER is designed for rapid deployment and value generation – users gain ROI within weeks and months, instead of the industry-standard year and beyond. **M**

Calabrio 3, 5

calabrio.com

**Call Center Software
Online Community**..... 21

<http://call-center-software.tmcnet.com>

**Contact Center Solutions
Online Community**..... 27

<http://callcenterinfo.tmcnet.com/>

GENBAND.....back cover

genband.com/mobile

Genesys Angel..... 23

www.angel.com

InContactibc

www.incontact.com/IQ

InfoCision 39

www.infocision.com

Interactive Intelligence.....ifc

purecloud.inin.com

Neustar 15

www.tcpacompliance.us

Outbound Call Center Online Community... 7

<http://outbound-call-center.tmcnet.com/>

SIP Print 29

www.sipprint.com

TantaComm..... 31

www.tantacomm.com

TeamSupport 19

Teamsupport.com/state-of-CSS-software

InfoCision
THE highest quality call center company in the world!

**Your Direct Marketing Solutions
partner. The ROI you want
from the company you trust.**

330-668-1400 | www.infocision.com

CUSTOMER
Target. Engage. Deliver.

**Get the
Latest NEWS and Resources.**

Stay up-to-date with the latest on the customer experience including:



- Analytics
- Big Data
- Contact Center
- Mobile
- Personal Customer Engagement
- Social Enterprise
- Training
- And More...



SCAN HERE FOR

FREE

Subscription

or go to www.CustomerZone360.com/subscribe



Scripts & Target Marketing

To ensure that inside sales people and contact center agents engaging in outbound sales work hit all the relevant points in the sales process, many companies still use scripts. On paper, it makes sense: By telling an agent or salesperson what to say, a company can ensure that the most important information and selling points are shared up front. The problem is that there is a mountain of evidence that scripts simply don't work. Nobody likes talking to a robot, and the proactive customers of today are different from the passive customers of decades ago.

Outbound sales personnel need many skills. They need to be good with people. They need to understand the product or service they are selling. And they need to understand their target audience.

They also need to have a plethora of information regarding how to overcome objections, and they need to be able to research more in-depth information should the customer require it.

While they need all these skills, they also need to know how to deliver it in a natural, conversational way.

The sales process is more likely to succeed if it feels personalized to the customer, and a script gives the opposite impression. Customers hang up feeling like they've had a one-size-fits-all pitch hurled at them.

Agents should be trained to listen to customers and tailor a pitch to their needs rather than reading off a check list. A responsive, customized pitch – which can only come from being a good listener – is more likely to draw and keep a potential customer.

Speaking of the personalized approach, once upon a time, before even television, marketing was done in magazine and newspaper advertisements and door-to-door-sales. Carpet cleaners knocked on the doors of people before they even knew whether those people had carpets in their homes. Magazine sales were skimmed by a lot of eyeballs before they found a pair that might even be interested in a product. Business-to-business sales teams showed up on the doorstep of companies they knew little about and hoped for the best.

That was then and this is now. Today, we have about 10,000 ways to target advertising to people, particularly in the B2B world, thanks to the Internet and mobile marketing as well as more old-fashioned channels such as the telephone.

Companies are able to ensure they are making contact with the right customers before any telephone call is made or e-mail is sent. This benefits the sales person, but it also benefits the person being targeted, according to a recent article by Matt Ford on Business2Community.

"From a prospect perspective, targeted marketing actually offers them a chance to live in their own little world (whether they know it or not)," writes Ford. "They'll only get the content that they'd like to read/listen/watch. They get to choose what gets their interest, and what really gets them buying. This isn't just for ads. In the B2B context, excellent

targeting means content that is only directly related to a prospect's job, their industry, and keeps them focused on the work at hand."

Just as with Internet news, we can view only what interests us and with social media we can customize what we read about our friends, properly targeted marketing allows companies to personally "world build" for prospects and provide them with precisely what they need and want. (The tricky part, of course, is determining what they need and want, but social media can go a long way toward that.)

"A prospect that is eager and open for your solution/services/products is easier to work with," notes Ford. "It's simple logic really. Why would you want the world surrounding your business to include customers who are unhappy, unsatisfied, or undesirable? Targeting saves you the drama of dealing with difficult prospects and keeps your resources spent only on the ones who are worth serving."

Using lead generation solutions coupled with CRM and an outbound telemarketing process, you can ensure that your team's efforts are spent contacting the best possible prospects at the best possible time. By improving both the speed of calling and the quality of the leads, the average sales organization can double or even triple its current efforts. **M**

Tracey E. Schelmetic is a contributor to CustomerZone360, the TMCnet online channel related to CUSTOMER magazine.



Boost Your Contact Center's IQ with Workforce-Intelligence

There's something new driving optimal performance and profitability: the Workforce-Intelligent Contact Center. It bridges the disconnect between WFO and contact center infrastructure systems. Now WFO not only receives data, it also sends it, giving ACD/IVR/Dialer infrastructure the information needed to make intelligent decisions automatically.

- Drive customer loyalty by delivering a standout experience
- Optimize your center's performance, efficiency and quality while reducing operating costs
- Stay agile by reducing the time you spend managing manual processes

The result of a Workforce-Intelligent Contact Center: Less manual intervention, enhanced customer service and improved efficiency and profitability.

Boost your contact center's IQ with Workforce-Intelligence. View our interactive video: www.incontact.com/IQ



SIMPLY MOBILE GENBAND™

SINCE WHEN WAS MOBILE SO SIMPLE?

GENBAND's Simply Mobile framework makes it exponentially easier for service providers, enterprise, and systems integrators to create, deploy and manage mobile solutions. Regardless of the network, device or application, our software and development platform open up the new world of Real Time Mobile Communications to companies on the move.

Download our free Simply Mobile white paper
[**genband.com/mobile**](http://genband.com/mobile)