



# CUSTOMER INTER@CTION *Solutions*®

30  
Years  
of Excellence

May 2012 • Vol. 30/No. 11  
www.cismag.com

#1 In CRM, Call Centers And Teleservices Since 1982™

# Opening DOORS

What to Consider  
in Launching a  
Social Care Program

## Also In This Issue:

- Identifying Potential Customers via Online Channels
- Why the Connected Home Calls for Outsourced Technical Support
- TMC Announces CRM Excellence Award Winners





**Lisa.**

**Not so big on piña coladas or getting caught in the rain.**

But she is married, has two kids under ten, three shoe store credit cards, vacations in Florida twice a year, and LOVES Christian music artists.

## Getting to know your customers starts with a **FREE Data Analysis** from InfoCision

InfoCision's dedicated staff of Business Intelligence professionals will help you learn **who your customers are, when they purchase, and what drives their buying decisions**. When you know your customers, you can more effectively reach them with our multichannel marketing strategies.

Using our consumer database of over 132 million household records, InfoCision will provide data analytics to give you unmatched insight into your customers. **We help you reach the right people at the right time with the right message.**

Contact InfoCision today to get your complementary national file review.

To get your free data analysis, contact:

**Steve Boyazis**

Executive Vice President

steve.boyazis@infocision.com

**330-670-4777**

**InfoCision**

Your strategic marketing partner, InfoCision provides multichannel solutions to deliver you a higher ROI. Couple our data analytics with contact center, mail and interactive solutions for superior results.

[www.infocision.com](http://www.infocision.com)

Rich Tehrani, CEO, TMC



## New Tools and Data Help Carriers Address Customer Care

**W**ireless carriers spend millions on contact center calls related to device questions from their subscribers, and to learn more Amdocs recently commissioned a survey which shows that while 83 percent of the 2,900 consumers surveyed are aware of self-service options, only 37 percent of consumers use them.

Why? You may think it's because they don't have access to a PC, or perhaps they have an Apple iDevice and are afraid the answer will be in Adobe Flash and all they will see is a series of question marks. Well, if this is what you thought, you'd be wrong on both counts. The reality is that they expect the answers to be wrong or inaccurate.

So perhaps, you are thinking, social media is the solution. Nope, 75 percent of users did not find a satisfactory answer there.

91 percent of respondents requested a single repository of information that would keep them from having to rely on Google, Bing and/or another search provider.

operators to see a comprehensive picture of customers that include devices, faults and revenue. Moreover it delivers results quickly with integration times in weeks not months.

The company touts its products as being able to help carriers increase revenue. For example, by actively targeting customer groups, a customer has seen 30 percent better response rates. Moreover, data mining requests have dropped as much as 95 percent at some carriers, and churn has dropped by 1 percent in another example.

Recently the company added Device Insight, which includes a database of 2,200 devices with their capabilities; for example

---

## A reactive carrier can reduce churn due to customer dissatisfaction.

---

Peter Bernstein has a piece on TMCnet that goes into considerable depth, analyzing the study and making important recommendations about how to reduce call center call volume and the associated cost. Wireless service providers should really read the piece.

On a separate but somewhat related front, Aito Technologies is working to help carriers leverage sentiment analysis.

As you probably know, in the U.S., some of the most challenging times for carrier sentiment had to be when comedians and shows like SNL poked fun at the iPhone for not working properly on the AT&T network. And in such situations where the carrier's network was slammed with traffic and the company was not able to come up with a solution quickly, there probably wasn't much the company could do to change public sentiment.

But in many cases a reactive carrier can reduce churn due to customer dissatisfaction. And this is one of the goals of Aito Technologies, a company in the customer experience analytics space. In a recent meeting with CEO Anssi Tauriainen, I learned the company combines business and technology, allowing

OS, screen resolution, memory and connectivity. Moreover there is also Dynamic Segmentation, allowing a carrier to determine quickly top data customers facing a degraded experience or VIP customers who frequently use data.

Another new addition is social network analysis, allowing carriers to see changing sentiment on major social networks. This data, in turn, can be linked to customer acquisition and churn to determine correlations.

Additionally, there is an increased focus on profitability and revenue, allowing you to see gross margin by customer and lifetime customer value. This information, in turn, can be compared to acquisition cost, which is about 150 euros in Europe. There is also the ability to link with Google maps, allowing carriers to see user behavior by geographic region.

As I wrote in my recent Acme Packet University post, communications is becoming more complicated whether we like it or not. And this complication manifests itself as myriad and ever-expanding log files, which eventually turn into databases. Aito Technology can help mine these databases for treasure.

## IN EVERY ISSUE

- |   |  |
|---|--|
| <p><b>1 Publisher's Outlook</b><br/>By Richard Tehrani, CEO, TMC</p> <p><b>4 High Priority!</b><br/>By Erik Linask,<br/>Group Editorial Director, TMC</p> <p><b>24 News</b></p> | <p><b>36 Ask the Experts</b></p> <p><b>38 The Integrated Marketplace™</b></p> <p><b>38 Advertising Index</b></p> <p><b>40 Logout</b><br/>By Paula Bernier,<br/>Executive Editor, TMC</p> |
|---|--|

## What's on the Cover



- 6 What to Consider in Launching a Social Care Program**
- 8 Is It Time to Meet Your Customers on Social Media?**
- 12 Video Chat Meets Customer Service**

## CALL CENTER TECHNOLOGY

- 14 The Virtual Call Center**  
By Paula Bernier, Executive Editor, TMC
- 18 Contact Centers, Unified Communications, the Cloud and You**  
By Peter Bernstein, Senior Editor, TMC
- 20 OAISYS Talks Multichannel Session Recording**  
By Paula Bernier, Executive Editor, TMC

## CASE STUDY

- 22 Interactive Intelligence Takes Interesting Approach to Grab Attention**  
By Peter Bernstein, Senior Editor, TMC

## CRM, BPO & TELESERVICES

- 26 WFM Solutions May Be More Beneficial & Affordable Than You Think**  
By Paula Bernier, Executive Editor, TMC
- 28 Employee Engagement – What Workers Want**  
By Paula Bernier, Executive Editor, TMC
- 30 Radialpoint Helps Carriers, CE Outfits Support the Networked Home**  
By Paula Bernier, Executive Editor, TMC

## AWARDS AND RECOGNITION

- 32 CRM Excellence Awards**  
By Paula Bernier, Executive Editor, TMC

To receive free information from our premium advertisers, please visit [freeinfo.tmcnet.com](http://freeinfo.tmcnet.com).

Executive Group Publisher and Editor-in-Chief  
**Nadji Tehrani** ([nadjitehrani@tmcnet.com](mailto:nadjitehrani@tmcnet.com))

Group Publisher  
**Richard Tehrani** ([rtehrani@tmcnet.com](mailto:rtehrani@tmcnet.com))

### EDITORIAL

Group Editorial Director, **Erik Linask** ([elinask@tmcnet.com](mailto:elinask@tmcnet.com))  
Executive Editor, **Paula Bernier** ([pbernier@tmcnet.com](mailto:pbernier@tmcnet.com))  
Copy Editor, **Jennifer Russell** ([jrussell@tmcnet.com](mailto:jrussell@tmcnet.com))

### TMC™ LABS

203-852-6800 ([tmcclabs@tmcnet.com](mailto:tmcclabs@tmcnet.com))  
Executive Technology Editor/CTO/VP, **Tom Keating**

### ART

203-852-6800 ([cisart@tmcnet.com](mailto:cisart@tmcnet.com))  
Associate Vice President of Creative, **Alan Urkawich**  
Graphic Designer, **Lisa A. Mellers**  
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  
**Tom Keating**, VP, CTO and Executive Technology Editor/SEO Director

**CUSTOMER INTER@CTION Solutions®** magazine (ISSN: 1533-3078) is published monthly except during February & August by Technology Marketing Corporation, 800 Connecticut Ave 1st Fl. East, Norwalk, CT 06854-1628. Periodicals postage paid at Norwalk, Connecticut and additional mailing offices.

— To Subscribe, Call: 203-852-6800 —

Or write to the circulation director at [srusso@tmcnet.com](mailto:srusso@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, **Shirley Russo** ([srusso@tmcnet.com](mailto:srusso@tmcnet.com))

**Postmaster:** Send address changes to CIS 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:** CIS encourages readers to contact us with their questions, comments and suggestions. Send e-mail (addresses above), contact our Web site ([www.cismag.com](http://www.cismag.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 CIS, please contact The YGS Group, 717-505-9701 or 800-501-9571 x105, [tmcnet@theYGSgroup.com](mailto:tmcnet@theYGSgroup.com).

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

### ADVERTISING SALES: 203-852-6800

**Karl Sundstrom**, ext. 119 ([ksundstrom@tmcnet.com](mailto:ksundstrom@tmcnet.com))  
Executive Director of Business Development  
Eastern, Western, International

### EXHIBIT SALES: 203-852-6800

VP of Events, **Joe Fabiano** ([jfabiano@tmcnet.com](mailto:jfabiano@tmcnet.com))

Global Events Account Directors (Companies whose names begin with A-L or #s): **Maureen Gambino** ([mgbambino@tmcnet.com](mailto:mgbambino@tmcnet.com))

Global Events & Webinars Account Manager,  
**Kevin Lake** ([klake@tmcnet.com](mailto:klake@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 INTER@CTION Solutions®** 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. An annual Buyer's Guide is provided as a feature of the December issue.

Copyright © 2012 Technology Marketing Corporation. All rights reserved. Reproduction in whole or part without permission of the publisher is prohibited.

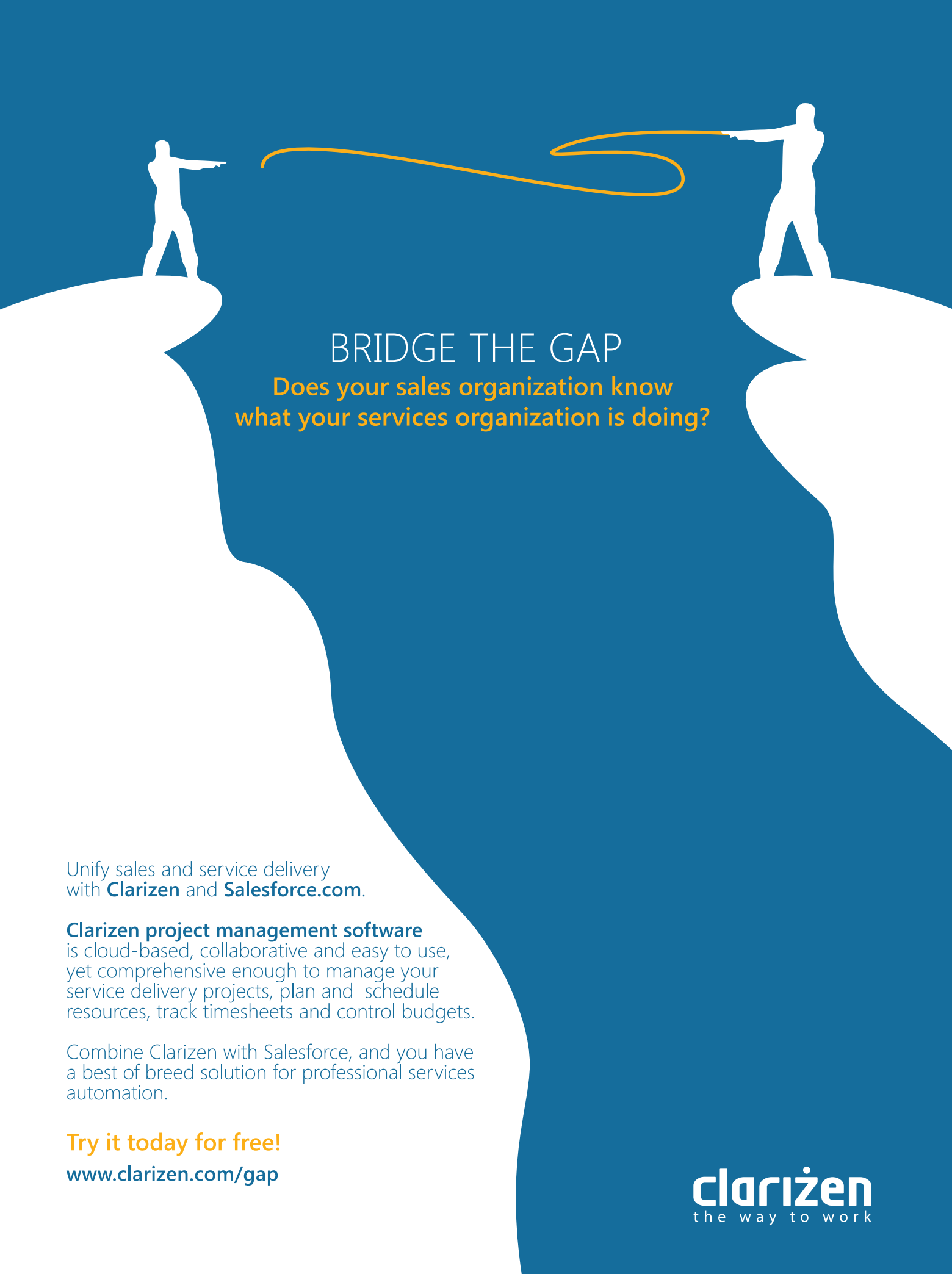
Customer Inter@ction Solutions® and the TMC Logo are registered trademarks of Technology Marketing Corporation.



### 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





## BRIDGE THE GAP

Does your sales organization know  
what your services organization is doing?

Unify sales and service delivery  
with **Clarizen** and **Salesforce.com**.

**Clarizen project management software**

is cloud-based, collaborative and easy to use,  
yet comprehensive enough to manage your  
service delivery projects, plan and schedule  
resources, track timesheets and control budgets.

Combine Clarizen with Salesforce, and you have  
a best of breed solution for professional services  
automation.

**Try it today for free!**

[www.clarizen.com/gap](http://www.clarizen.com/gap)

**clarizen**  
the way to work

Erik Linask, *Group Editorial Director, TMC*



## 10 Questions to Ask When Developing a Social Media Response Strategy

**S**ocial media has been the fastest growing communication category for several years now. Whether MySpace early on, Twitter, Facebook, YouTube, or LinkedIn more recently, or the latest social craze, Pinterest, users have flocked to social applications at a furious pace. Which of these do you use? Odds are, more than one, if not all of them in some capacity.

So, it makes sense that businesses are finding ways to incorporate social media into their customer service environments. It's much easier to provide customer care in an environment in which your customers convene, virtual or not. Or rather, it's impossible to provide it where they don't.

But, the difficulty that remains is how to go about it. There have been a vast number of contact center and CRM vendors that have incorporated social media into their platforms. In fact, if you talk to most vendors, they would agree that companies want to do "something" with social media, but aren't sure how to go about it.

In addition to the technology issue, there is also the question of who – which individuals or groups within an organization – should be responsible for social media. Should it be a completely separate group of CSRs? Should social be rolled into the existing agent base's responsibilities? Or should an entirely new social media unit be added to handle this new communications modality?

Most social media experts also agree aside from determining a social course of action, listening is the first step in the process. Listening can be very useful in understanding general market sentiment, but response to social chatter is something altogether different – and significantly more challenging.

As a social channel user, take a look at your Facebook or Twitter feeds. How many friends do you have? How many people do you follow? With each new friend you add or account you follow, your feeds become more massive by the day, especially as more and more users learn just how convenient mobile apps have made social sharing.

So now consider a comment from a customer that you've decided warrants response. Your strategy is to communicate back using the same social channels through which you heard the initial comment. This raises a set of potential issues beyond your initial entry into the social space, ones that are largely dependent upon the behavior of your customers in their social realms.

The questions you have to ask when responding to social media activity are several, and they aren't easy to answer. At

the very least, they help highlight the fact that social media as a business tool isn't nearly as easy as using it on personal level. But, if you are able to answer these questions, and actively engage following a prescribed set of rules defined by those actions, you will eventually see a positive swing in customer satisfaction and revenue.

1. How should you determine the best channel through which to communicate with your clients?
2. Should you invest resources into adding social media accounts into your customer information database?
3. Is your social media response designed to illicit action or response?
4. What is a reasonable time frame to expect customers to read social responses and take some action?
5. What is your strategy if that action does not occur?
6. How much time are you willing to dedicate to a single client or interaction?
7. How much and what kind of social response are your customers willing to accept?
8. What processes are in place to track the results of your social engagements with each customer?
9. How should your strategy and expectations vary for different social channels?
10. How long should you wait to determine the relative value of each social interaction, or your social response initiative as a whole?

These answers won't come overnight. In fact, you will only be able to begin to understand the second five questions after having run your strategy for a significant period of time. The message is that, despite social media – especially in today's mobile environment – being very much a real-time medium, its overall impact will be slow to emerge, and will require patience, monitoring, evaluation, and multiple strategy tweaks. But, if you take time to understand your customers, it will pay off.





## Call Center Software Online Community

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

In today's complex global environment of new technology, product sourcing, and labor markets, Five9's call center software is at the forefront of accelerating call center performance.

The Call Center Software community addresses issues important to decision makers in the call center market. Visitors can find valuable resources such as free product trials, feature articles, white papers, industry news and free consultations.

**Five9 call center software  
applied to your operations  
delivers high-impact results for:**

- ❖ Customer service and support
- ❖ Call center virtualization
- ❖ Sales generation activities
- ❖ Customer insights and experience
- ❖ Business continuity options

Powered by:





## Opening Doors

### What to Consider in Launching a Social Care Program

**S**ocial customer service is rapidly becoming the new, critical channel to drive satisfaction and loyalty. Some organizations are using this channel to listen to customers to improve marketing, products and support. Others are engaging with customers to address individual issues and reduce the volume of traffic to other support channels.

There is growing pressure on companies to develop social care programs due to the hype and expected growth of the channel. Savvy customers add to the pressure by asking questions on social networks and expecting answers.

In response, contact center outsourcing provider TELUS International has released a whitepaper, called Measuring Social Customer Service in the Contact Center – Metrics & ROI, in partnership with Kenna Inc. and Oracle Corp. It explores how to implement social customer service and address challenges along the way.



Social media has  
opened a back  
door into customer  
service, forcing  
companies to  
formalize their  
approach



The Jabra logo is displayed in black text on a yellow rectangular background.

# MAKE YOUR CONNECTIONS WITH JABRA!

Jabra's wireless and corded headsets have successfully completed compliance testing with Avaya's 9600 and 1600 series telephones. Jabra PC Suite enables integrated call control from Avaya One-X Communicator, One-X Agent, IP Soft Phone, and IP Agent.

Jabra headsets are recognized worldwide in being first to market with superior technology innovations, and award-winning design and style, resulting in proven unified communication solutions that enable your organization to maximize your return on investment.

Our critics agree, as Jabra is a recipient of the Frost & Sullivan Customer Value Enhancement Award along with Customer Interaction Solutions Magazine Product of the Year Awards for the Jabra PRO 9470 and Jabra GO 6430.



Jabra headsets ensure you and your users will stay connected anytime, anywhere, providing the best communications experience on every call.



A BRAND BY

**Netcom**

For more details on Jabra's complete line of Avaya tested products, please visit us at: [www.jabra.com/Avaya](http://www.jabra.com/Avaya)





## Dilemma One: Opening the Floodgates

The first question companies often ask is how to control the volume of online interactions. The magnitude of conversations can seem overwhelming, but in reality, not all social conversations require a response. Companies

depend on robust listening platforms to filter and prioritize relevant social conversations from inappropriate or extraneous chatter.

Dell handles this situation very well, having adopted social media early and continuing to invest in well-designed social

## Is it Time to Meet Your Customers on Social Media?

By Elaine Cascio

Studies of customer contact organizations I've been seeing lately show that only about half of the participants are actively involved in social media. Another 30 percent are waiting in the wings. And experts say that we've moved beyond the stage of early adoption for social media. What does this mean for your organization – especially if you've just been dipping your toe into social media?

It's important to understand the role of social media in customer service as opposed to marketing – what I like to call social service. It becomes another channel to monitor and manage, and how well we incorporate it into our overall channel strategy is one key to success.

### Strategy

If you already have a multi-channel strategy, use it to define the role of social service. For example, if your strategy is to have a strong local presence, your social service toolbox will likely include Foursquare, local Facebook, Google+ or Twitter accounts, local forums where customers can meet and blogs that relate to the local community.

If you don't have a multi-channel strategy, I encourage you to develop one. Having a clear understanding of strategy and the customer experience you want to build – regardless of channel – makes adding new customer interactions a lot easier.

### Operations, Policies and Processes

It may seem overwhelming, but you probably already have many internal processes and policies in place that apply to social media.

Determine how to staff social service – you'll want to use dedicated agents,

but likely have them handle overflow on other channels. If you have agents currently handling chat, consider having them handle social service as well. Many of the same guidelines apply.

Often guidelines are the same as the ones you already have in place. Most legal regulations (including HIPAA, FERPA, fair employment, etc.) are in effect. But where possible, give explicit examples of what types of behavior are not acceptable. One important thing is to make sure employees keep personal and professional use of social media separate.

Service levels have been going down and down as we add new channels, and there is immediacy to social media that we must accommodate within reason. See what your customer expectations are, as well as what you can reasonably provide. Service level should be less than three to four business hours, and preferably within an hour depending on the urgency of your business. Delta Airlines has a very effective Twitter group, Delta Assist, which responds to tweets within minutes. Look at when you get the bulk of tweets and other social media contacts to determine whether you need to extend hours.

Scripts and processes won't vary much from what you have in place today. But you'll need to build clear escalation paths for social service that define when you move a conversation to another channel, and what channel you move it to – phone, direct message, which also means that you may need to move to a third channel. Beware of making the consumer work through multiple channels – there may be times when a phone call will resolve the issue quicker than any other way.

You'll need tools for monitoring social agents, for tracking their resolutions, and for reporting. In many cases, you can use tools you already have for quality moni-



toring (if they capture agent screens), although you will need to develop new criteria for quality. Likewise, if you use CRM or any case based management tools, resolution can be captured there. Reporting on standard contact center measures like occupancy and handle time may be more problematic, but can be done with agent training and potentially with tools designed for chat and other web-based activities today.

Finally, define your measures of success. It's important to note that metrics such as followers and likes don't matter a bit in social service. What really matters are measures such as resolution rates; time to resolution; number of channels to resolution; service levels; and beginning and ending customer sentiment metrics.

Also be sure to measure things that tie to strategic goals. Are we driving customer loyalty? Are we enabling self service for lower costs? Are we enhancing products?

So that's a start to understanding the role of social media in customer service. Next month, we'll dissect some of the social service opportunities and pros and cons of each.

*Elaine Cascio is a vice president at Vanguard Communications Corp. ([www.vanguard.net](http://www.vanguard.net)), a consulting firm specializing in customer experience, self service, contact center processes, operations and technology.*



# Every day, 11% of your agents' time is wasted on unproductive waiting...

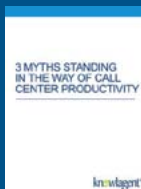


## Knowlagent fills that time with off-phone tasks...



## Your agents become more productive... Your call center becomes more profitable.

Shrinkage eating away at productivity?  
Knowlagent makes your agents more productive  
by using collective idle time for communications,  
research, training and other off-phone work.



We call it Active Wait Time. You'll call it  
the best news you've heard in years.

Learn more and download *Three Myths  
Standing in the Way of Call Center Productivity*  
at [www.knowlagent.com/myths](http://www.knowlagent.com/myths).

knowlagent®



sites and listening tools. Its infrastructure now manages 25,000 social conversations per day.

Technology platforms are also evolving to score automatically posts based on relevance, urgency and influence. As a result, conversations requiring immediate attention are prioritized and no time is wasted manually sifting through hundreds of posts to identify hot issues that necessitate careful and immediate attention.

### Dilemma Two: Channel Redirection

Another common challenge when introducing social care is the difficulty in tracking metrics and ROI as conversations bounce between multiple channels (chat, e-mail, and even voice).

Ideally, customer questions are addressed in the social channel of origin. A dilemma arises, however, when customer issues are too complex or sensitive to solve in the channel of original contact. In these situations, agents should request to move the conversation to a more secure or private channel, such as chat or voice.

We call this channel redirection, and it does have its benefits: Customers get a quick resolution to their complex problems, while companies route customers to agents with the right skills. It's a win for both sides.

However, this also presents new issues with collecting metrics. How do you accurately measure performance when conversations take place in multiple channels? And how do you measure customer satisfaction when agents from different channels are involved?

Fortunately, evolving technology will help solve these issues as well. Many social care solutions are available to extract, analyze and present performance data – and we can expect more robust solutions in the near future to track the flow of social conversations through the call center.

### Dilemma Three: Metrics

Another common problem is determining how to measure return on investment – and deciding which metrics are most important to your organization. Contact center metrics are well established, and many of them can be adapted to a social care environment.

For example, to measure demand, consider the following metrics. Direct volume measures the total number of social posts directed to a company on its social pages. Relevant volume measures the total number of relevant social posts that should be responded to by a company. Listening volume measures the total number of social posts that meet the requirements of the listening platform.

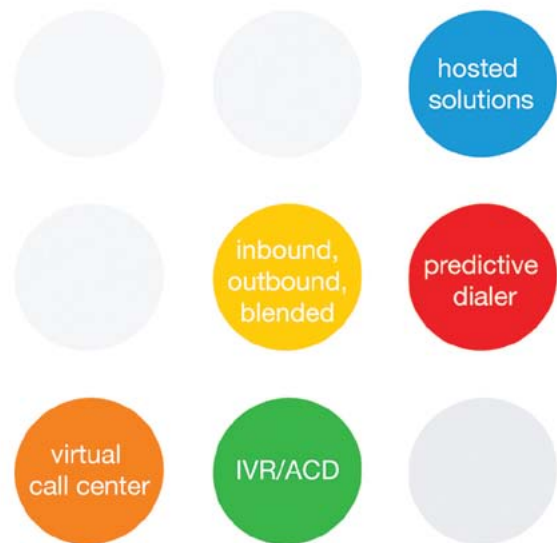
To measure the efficiency of the social care channel consider the following. Service level measures the percentage of incoming posts that an agent answers. Average handle time measures the average amount of time agents work on social responses.

Abandon rate measures the percentage of posts never responded to or looked at.

And finally, to measure agent engagement consider these two metrics. Outgoing volume measures the total number of responses posted by company representatives. Proactive volume measures the total number of unsolicited messages sent to social customers from company representatives – a measure of outreach activities.

The use of social customer service will only increase as consumers spend more time online. Social media has opened a back door into customer service, forcing companies to formalize their approach. The key to success is to view social care as simply another customer contact channel requiring the same science and rigor of contact center measurement. Doing so will provide the framework to measure social care effectiveness and ROI as a valid customer service channel.

*Walter Van Norden is marketing director at TELUS International ([www.telusinternational.com](http://www.telusinternational.com)).*



contact center solutions  
you need to **create.**  
**manage.**  
**succeed.**  
stratasoft

See how we can help you stand out from competitors.  
Give us a call at 800.390.1157, or visit [stratasoft.com](http://stratasoft.com).



## Ingenious technology and a bit of obsession. Then you can make communication simple.

At Plantronics, we create technology so ingenious, the technology disappears and all that's left is communication. It's realized in our comprehensive portfolio of products that enable smarter communication—simply and clearly—wherever the human voice travels.



Learn how technology leaders are making UC a simple, intuitive experience that everyone can use - and helping businesses demonstrate ROI.

Visit the source for industry information on UC voice technology: UC Headsets Community at [www.plantronics.com/avayauc](http://www.plantronics.com/avayauc)

**plantronics**  
Simply Smarter Communications™





## Video Chat Meets Customer Service

Customer service isn't always the most pleasant experience, considering it usually entails facing problems with a troublesome product or service. Receiving instruction over the phone can prove tedious, but what if it was possible to communicate with tech support through video chat? Ping An Insurance Group of China has already implemented such features in its customer service platform, making it the nation's first company to ever do so.

To even further speed up the whole process, Ping An's video-based customer service uses a fingerprint verification platform to identify the client quickly and accurately. Provided by Genesys technology, the video-chat service travels over a SIP-based architecture. Romano Valussi of Alcatel-Lucent Shanghai Bell says "Providing high-quality customer experience is the key to winning customers. We are building a business-critical contact center solution that gives Ping An of China a strong

competitive differentiation to provide superb customer care for its market-leading financial and insurance services."

Imagine the potential of video-based customer service – if the problem is with any kind of software whether it be with the actual program itself, or the information in which the application is working, the customer would be able to do a screen-share or receive other similar visual assistance. Relying entirely on speech with no visual

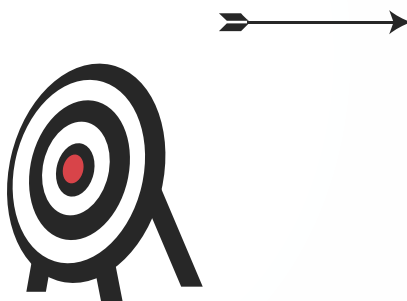
aspect is one of the primary complications of dealing with tech support.

Some companies take advantage of YouTube and other similar networks on the web to provide tutorials and instructional information on their products, but that's not always as practical as having one-on-one communication with a real person. Sure, it can give the customer that visual aspect of support, but those types of instructional videos are often-times so broad that they may not apply to their specific needs or issues at all.

While Ping An China is among the first to offer video-based customer support services, with the quality and power of the home computer constantly improving, as well as the availability of free video-chat applications like Skype and Google+ Hangouts, we may very well start to see more and more business offering similar services in the very near future.



# *Selling the **right** product to the **wrong** customer?*



## EMBRASE

San Francisco • Boston • Montreal

*Cloud Communications Experts*

1-800-362-7273 • [embrase.com](http://embrase.com)



# The Virtual Call Center

## What's New in AI, At-Home Agent and Cloud-Based Offers

**T**he definition of a virtual call center is different depending on which camp you ask. For some, it means a call center that relies on remote, as opposed to on-site, workers. For others, it's about putting call center functionality in the cloud. And for still others it can involve virtualizing call center reps.

One of the more interesting advancements of late on the virtual call center front involves at least two of the three. And it comes from Voice Print International Inc. In March, the company unveiled VPI VirtualSource, a hosted, pay-as-you-go contact center solution. It leverages conversational, on-demand virtual agents powered by artificial intelligence to automate inbound and outbound calls and reduce mundane tasks for human call center agents. These virtual agents use short-term memory to track conversation flow and long-term memory to recognize callers and remember preferences from previous calls.

The idea behind all this, of course, is to lower call center costs by unloading some of the more mundane work from human agents. According to VPI, this solution is 80 percent less expensive than using human agents. VPI VirtualSource, a new module within the VPI EMPOWER customer experience optimization suite, also can be an ideal mechanism to capture and handle transactions involving sensitive customer information, such as credit card numbers, that it doesn't want to expose to human agents, according to the company.

"Traditional self-service channels have failed to provide positive customer experience because they are designed to take

customers down a simple linear path," said Mike Mercadante, chief technology officer at VPI. "Humans, however, do not think in a completely linear way and only get frustrated when forced down that path. Unlike a typical voice-activated IVR, virtual agents do not use decision trees. They acquire their knowledge and skills by training much like human agents – the more call scenarios they listen to and handle, the smarter they get."

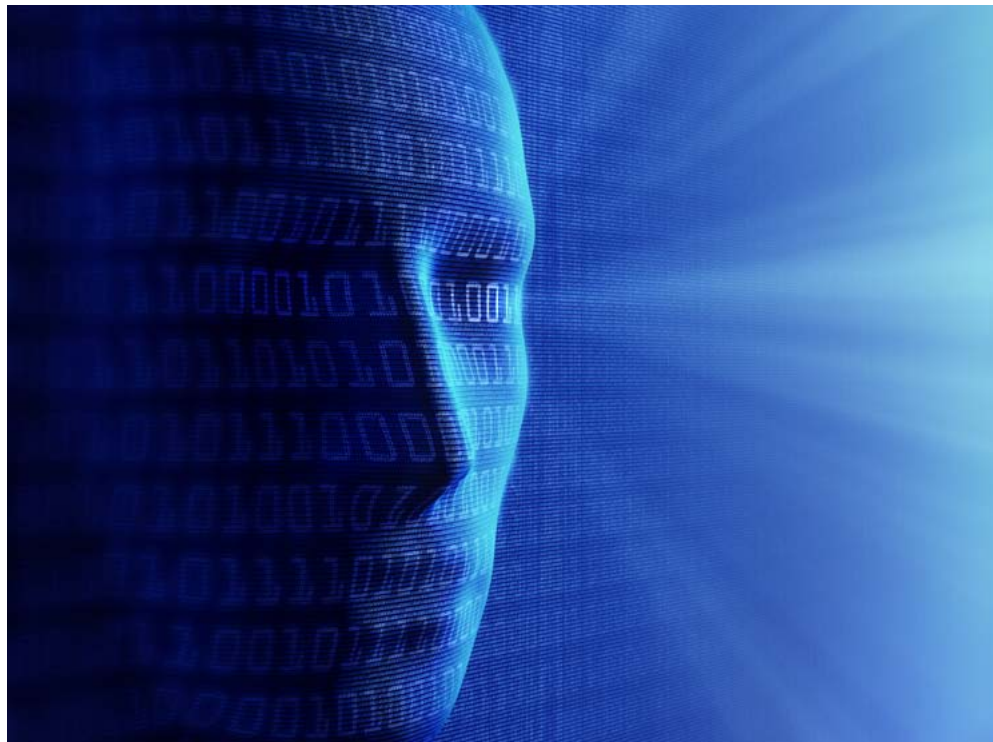
Nancy Jamison, industry principal of contact centers at Frost & Sullivan, added: "With a very smooth conversational flow and dynamic adaptation to the caller, VPI's virtual agents have achieved what the industry sought to achieve more than a decade ago when the first virtual assistants came out, truly providing the ability to off-load and supplement the agent pool down to the tracking of performance. This is a solution that should not be overlooked."

Alpine Access has an altogether different take on the virtualized call center. It's coming at it from a work-at-home agent angle.

And while that may not be as seemingly futuristic as the above example, the home-based call center agent model may well be the wave of the future. Indeed, Rob Duncan, Alpine Access COO, recently told *Customer Interaction Solutions* magazine that the at-home call center market continues to grow faster (at a 30 percent rate) than the brick-and-mortar market. For its own part, Alpine Access grew revenue by 54 percent last year.

"This is the future of contact center," he said, adding that there are approximately 2 million U.S. call center agents, about 300,000 of whom are at-home agents.

Many major banks and financial institutions, insurance companies and big





# The Global Leader in "PURE" VOIP Call Recording for your Call Center or any Business Applications

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 solutions makes it even better.

## SIP PRINT offers award-winning solutions for:

**CALL RECORDING** - The BEST in VOIP Call Recording just got better with integrated solutions like **Screen Capture**, **Quality Assurance** (Including Agent Scoring and Call Tagging) **Speech Analytics & WFM**. Record in-bound and out-bound calls for specific users, for training, quality assurance, customer satisfaction or legal compliance requirements, HIPPA, PCI & Sarbanes-Oxley

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

**UNIFIED COMMUNICATIONS MANAGEMENT** - Monitor your environment for quality-of-service and business effectiveness, and control all elements from any location

**And Much More!** - Visit [www.sipprint.com](http://www.sipprint.com)  
For more Information





consumer brands like Office Depot use home-based agent programs, he added.

For businesses, a virtualized call center of this nature means a broader (and often more closely matched to the job and more diverse) base of rep candidates from which to select. Call center reps, meanwhile, get the benefits of working where they are (which can be great, especially for individuals with handicaps or retired people), the savings of not having to commute, and the comforts of home (which can result in higher attendance rates, because there are often fewer sick days). Alpine Access received more than 300,000 applications from home agent wannabes, and it hired 2 percent of those applicants.

Adding to the appeal of a home-based call center rep model is the consumerization of technology like broadband, laptops and interactive applications. That means many people have a built-in comfort level and already have the tools and technologies in place to get up and running.

For customers with specific security needs, however, Alpine Access sends agents a secure remote desktop, which can only do specific tasks. For example, this setup may block agents from doing such things as copying and pasting documents, or printing, in an effort to make client data less susceptible to reproduction and theft.

As discussed above, the virtual call center can also simply mean a call center that relies on technology within the service provider network as opposed to at the customer premises. There are, of course, plenty of offers on this front; and this is a growing trend.

Angel, a provider of enterprise-focused, cloud-based customer engagement management, earlier this year reported it achieved more than 35 percent year-over-year revenue growth in 2011. It attributed that to an increase in new customers, saying that it's seen growing traction in the health care and financial services markets, and via partnerships with companies such as Century Link. Angel customers include such big names as Facebook, Healthways, Pitney Bowes, Sprint, Target, Thomson Reuters, Western Union, and Winn-Dixie.

"Angel's mission is to delight customers through innovative solutions that speak directly to their needs," said Dave Rennyson, president of Angel. "Enterprises today have real challenges with customer engagement, as consumers expect increasingly personalized interactions with their chosen brands. This year's growth and momentum shows that we're on the cutting edge of customer engagement management, and the strong financials are just one indication that we're doing something right."

Another cloud-based customer care outfit is CallFire.

The company's solution allows its customers to simply upload their contacts, go through a few quick steps to set up a campaign, and get their agents into action. CallFire will call agents' phones; once they're connected, it starts dialing up to four lines per agent. As soon as someone picks up the phone, the agent is connected, and the other numbers are redialed later.

This March at the Enterprise Connect show, Echopass Corp. exhibited its newest cloud-based contact center services. New

from Echopass are offerings that address the mobility needs of enterprise clients. Specifically, the company's API now allows for sharing of critical information necessary to create an enhanced customer experience for inbound callers, as well as to facilitate effective communications with mobile employees that need to connect with customers while they are mobile.

"The use of mobile communications is accelerating at a dizzying pace," said David Tso, senior vice president of corporate strategy at Echopass. "Over 35 percent of adults in the U.S. own smartphones and over 810,000 mobile applications have already been built, according to Mobilewalla. Keeping pace with ever-changing client needs and demands is critical, and offering an enhanced customer experience through smart mobile devices is essential to support customer loyalty initiatives. Seamlessly linking smartphone applications to the contact center greatly improves customer self-service options by visually equipping customers to quickly choose and be routed to their desired destination, enabling quick connections to live agents, and providing for customer callbacks when queue times lengthen."

Also in March, cloud-based call center software company Five9 Inc. announced the availability of its solution, the Five9 Virtual Call Center, on Microsoft's Dynamics Marketplace. The goal here is to enable significantly increased productivity.

With this new solution, Five9 said, "sales and marketing teams can generate more leads, faster, with higher qualification rates. Customer service and support representatives can immediately access critical information to resolve customer inquiries with the first call. Finance and collections departments can improve communications with customers and reduce outstanding accounts receivables."

Five9 CEO Mike Burkland added: "Five9 is the dominant leader in the cloud-based call center market, with the greatest market share of customers. Continuous innovation is what made us successful as a company, and now our latest solution delivers the leading call center technology, improved agent productivity and greater business flexibility to all Microsoft Dynamics customers."

Speaking of customers, cloud-based contact center software and contact center agent optimization tool provider inContact announced a new one in March. The company said a leading multi-national software company selected the inContact contact routing and workforce management solutions to unify its global customer service operations. The new customer reportedly plans to make available the inContact platform to nearly 250 agents in the next few months. The deployment involves both multi-location on-site and at-home agents.

"With our growing international presence, supported by our global cloud infrastructure, inContact is a very attractive solution to multi-national companies with significant operations around the world," said Paul Jarman, inContact CEO. "We are able to provide an enterprise-class solution to our customers, with all of the benefits of scalability, pay-as-you-go model, and disaster recovery that have become the hallmarks of the cloud delivery model."



# The USAN Contact Center Cloud handles over 1 Billion\* calls yearly for some of the biggest companies in the world.



**\* Yep, that's Billion with a "B"**

## You're in good company in the USAN Cloud.

USAN's contact center products and optimization solutions help your company deliver amazing personalized and profitable customer experiences by engaging your customers across multiple inbound / outbound communication channels.

Multichannel Customer Engagement  
Hosted. Premise. Hybrid.  
IVR, ACD, Dialer and so much more!



Learn more at [www.usan.com](http://www.usan.com)





## Contact Centers, Unified Communications, the Cloud and You

**B**elow is a list of the things that are always top of mind for IT professionals regarding the purchase of technology solutions.

The list:

Alignment with overall strategic enterprise business objectives

Compliance and corporate governance

Security

Risk management

Workflow and process optimization

Return on investment

Total cost of ownership

It should be noted that metrics and analytics are also important.

In contemplating the transformation of contact centers from their traditional roles as customer touch point corporate outposts to being core components in business process optimization, the list items have never been more relevant. Indeed, in the era of the cloud, the delivery of computing and communications as services, the intense focus on these items has become paramount as enterprise strain to keep up with dynamic market changes that are forcing technology purchasing to reach tipping points.

In short, information regarding the list items, inputs and outputs, are integral to the evaluation, consideration and decision of whether to proceed about if, when, how, where, when, why and with whom a cloud-based contact center solution is right for your organization. But, where should you start in the process that can lead you to make the best decision for your enterprise?

We who care deeply about contact center solutions are constantly flooded with information about industry developments. That is a great thing. Ask any suppliers, and they

will tell you that educated consumers are their best customers. However, the world is moving so fast in our space sometimes it can seem overwhelming without context.

IT professionals in business of all sizes have the challenge of sifting through the trends, news, buzz, and a raft of marketing and collateral materials and filtering all of it. Their challenge is to arm themselves so they can make the right decisions for their organization, and provide the best rationale possible to management, about what to do next and in what order, as the pace of need for contact center transformation accelerates.

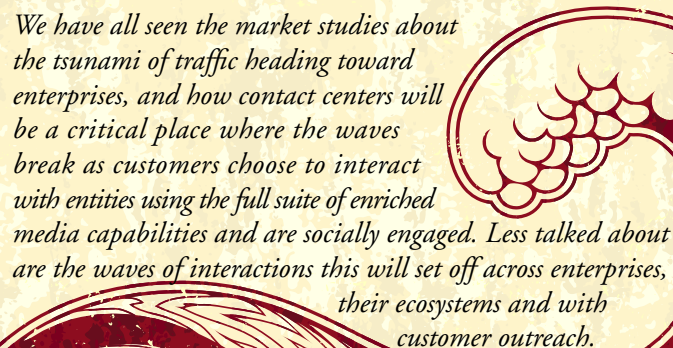
centers will be a critical place where the waves break as customers choose to interact with entities using the full suite of enriched media capabilities and are socially engaged. Less talked about are the waves of interactions this will set off across enterprises, their ecosystems and with customer outreach. However, this high-level understanding only goes so far. It does not answer the key question as to whether a cloud implementation (public, private or hybrid) fits the unique requirements of any given organization.

Knowledge can be power, but having the right knowledge is key.

Is the cloud right for you?

Which cloud is the right one?

Is now the time to be migrating your contact center to the cloud?



*We have all seen the market studies about the tsunami of traffic heading toward enterprises, and how contact centers will be a critical place where the waves break as customers choose to interact with entities using the full suite of enriched media capabilities and are socially engaged. Less talked about are the waves of interactions this will set off across enterprises, their ecosystems and with customer outreach.*

At a high-level there is now basic awareness that moving to the cloud offers compelling benefits, including increased flexibility, faster deployment times, minimal upfront capital expense, less stress on IT resources, and bringing remote workers the full capabilities of premises-based systems.

We have all seen the market studies about the tsunami of traffic heading toward enterprises, and how contact

What are the costs, benefits, risks, best practices you need to know as you do further homework?

In thinking about the cloud and contact centers where can/should unified communications fit?

How can you present to your management a meaningful comparison of all of the alternatives?



# Learn How to **IMPROVE** Your Marketing **ROI**

**FREE** Archived Webinar



## Building Communities Online: Reduce Marketing Spend While Boosting Sales, Search and Social Initiatives

### Overview:

Online Communities aren't a new concept; most people are members of a social networking community through their Facebook or LinkedIn profiles. But developing a targeted, content-focused Online Community that supports your Company's marketing initiatives is an **entirely different approach** that requires **thoughtful planning**, proven technology and respected content.



### Webinar Participants Learned:

- How the concept of Targeted Marketing has evolved
- How to build a news-generated, search optimized community online
- How your Online Community can be more cost-effective, and powerful, than Search Click Ad campaigns
- Common reasons why some Online Communities fail
- Why it is essential to partner with a respected editorial team when building your Community

Available to view on-demand in  
the **TMCnet Webinar Archives:**  
[www.tmcnet.com/webinar/archive.aspx](http://www.tmcnet.com/webinar/archive.aspx)

To learn more about TMCnet Online Communities  
or this special Webinar, contact Anna Ritchie at  
[aritchie@tmcnet.com](mailto:aritchie@tmcnet.com) or call 203-852-6800 x 107.





## OAISYS Talks Multichannel Session Recording

Whether it's to improve customer service, employee performance or simply to have a record on file for posterity, call recording is getting a lot of uptake these days. One of the key players in the call recording space is OAISYS, and the company's president, Brian Spencer, recently spoke with *Customer Interaction Solutions* magazine about his organization, its products, and trends and developments in the multichannel session recording space.

OAISYS voice documentation and interaction management solutions are used to digitally capture, retrieve and play phone-based interactions. OAISYS Tracer and Talkument solutions are compatible with leading PBX and phone solutions from Avaya, Mitel, ShoreTel, Toshiba and other solutions providers.

Spencer said OAISYS was formed more than 15 years ago by a small group of software writers who were passionate about computer telephony integration's ability to unlock new functionality for small and medium businesses. The company, which was bootstrapped and has been profitable since its inception, sold off its CTI and IVR business in May of 2007. Today it's focused on recording and value-added applications that sit on top of basic call recording functionality.

Selling exclusively through channel and OEM partners, OAISYS solutions target

small and medium businesses, and the small end of the mid market, Spencer said. That includes automotive dealerships, financial services, health care, and many other types of businesses.

The company's special sauce, said Spencer, is its tight integration to its partners'

product suites. The OAISYS solutions integrate with all of its partners' applications, he added. For partner Toshiba, he said, OAISYS is the only recording vendor it distributes that it also certifies in its lab.

OAISYS also is a very practical organization, he said. It understands the unique needs and challenges of customers with smaller call centers or smaller recording needs. That said, it doesn't have every bell and whistle, but it does deliver the features that are important, and at an affordable price, he explained.

The company today offers its solution via a software license, but earlier this year it was in a pilot test with a SaaS model, which Spencer at the time expected to go live in mid 2012.



### OAISYS Products

**Talkument** is a software appliance that records targeted business calls. It creates digital media documents from business telephone calls; uses OAISYS Portable Voice Document technology to bundle recordings into a single media file; centrally stores voice documents on a secure network repository; and provides the ability to

organize, retrieve, playback, annotate and share voice documents.

**Tracer** is a real-time call center-specific tools to monitor agents, view their activities, etc. It hooks into third-party contact center suites from OAISYS partners. It has the same core feature set as Talkument, but with advanced capabilities for

quality assurance, real-time coaching and personnel development. It comes with integrated live and automatic call monitoring with pause, rewind, fast forward and IM; desktop video recording to audit PC use during calls; and employee evaluations and quality reporting for developing personnel and monitoring service.



The right response for every customer.  
The right solution for every business.



*Sitel - one of the leading  
contact center outsourcing  
providers in the world.*

For over 26 years Sitel has ranked as a top provider of customer care and contact center outsourcing services. With 52,000 employees in over 135 sites globally, we serve customers in 36 languages more than

2.5 million times a day. It's been our passion to create affordable and advanced customer care solutions for our 300 clients worldwide. Whether you are looking for courteous voice contacts, web chat, email or social

media interactions, Sitel can provide your customers with the service experience they deserve.

For more information, please visit [www.sitel.com](http://www.sitel.com)



[sales-na@sitel.com](mailto:sales-na@sitel.com)  
[www.sitel.com](http://www.sitel.com)  
Phone: +1 866.95.Sitel



# Getting Your Goat

## Interactive Intelligence Takes Interesting Approach to Grab Attention

**I**n January, I did a feature on the Interactive Intelligence Goat Program being done in conjunction with the international charity Oxfam. The program is simple. Schedule a meeting with Interactive Intelligence to talk about your business communications and optimization needs and their solutions and they will donate a goat to a needy individual in an impoverished community through Oxfam. Plus, if you can convince your boss to attend the donation, it is upgraded to a cow.

It goes to the heart of the old parable that if you give a fish to a starving person you temporarily slack their hunger, but if you teach him or her to fish they have a skill to alleviate hunger for a lifetime.

In the name of full disclosure, this was one of our most viewed stories for several weeks. Thus, my desire to revisit it should be no surprise. It also hits two of my passions:

- interest as a former marketing executive in cutting-edge campaign effectiveness; and
- fascination with simple solutions for the less fortunate that speak to the parable about learning to fish, i.e., go beyond the necessities of sustenance to things like supplying families with mosquito nets, shoes, eye glasses, inexpensive computers that run on alternative energy, etc.

Based on the popularity of the original piece, I checked in with Interactive Intelligence CMO Joe Staples to see if the response I was getting was an indicator of customer reactions. In a word, the response has been gratifying.

I asked Staples to start from a perspective of the challenges facing every marketing person in an era where standing out from the crowd is an unprecedented necessity. After all, customers now have access to instant comparative information, and differentiation is getting harder to achieve. As he explained, “Every marketer is trying to cut through the clutter. How do I get to an audience? Oxfam intrigued us based on our heritage of looking for ways to make a difference in people’s lives and people like great stories like Oxfam’s. Turns out goats are fascinating and make people smile. We got the side benefit of cutting through the clutter.”

Staples said that Interactive Intelligence in assessing the campaign understood that tying business initiatives to any charitable

activity has its risks. Not only are people very cynical about company motivations, but as he said, “Striking the right balance is critical. You need to be inside enough of people’s comfort zones to be effective. It is a fine line and not easy to do.”

Getting that balance right is a huge challenge. It speaks to the reality that there is no perfect cause. A seemingly universally acceptable effort may not, and likely will not, appeal to everyone. In fact, I know from my own experiences that the perception of confused messaging priorities can be counter-productive. It also gets to critical and delicate issues of trust and brand stewardship. In this regard, I think my old B-school marketing professors would give Interactive Intelligence high marks for hitting upon the right mix of uniqueness, humor and a message that people relate to explicitly and implicitly.

Staples read me a quote from an e-mail from a large pharmaceutical company. It said:

“Very creative. And, I like it so much better than the normal things vendors send that are meant to encourage you to listen to their pitch, like a head cover and the promise of a golf club. This has such a positivity make the world a better place message.”

Other testimonials cited included: “We met with you because of the goat,” and several people at trade events telling people in the booth, “Ah yes, the people with the goats.”

Staples went on to make a very important point. The goat as a conversation starter has changed the nature and context of interactions with potential customers. “Conversations rest on a perception that we are different. It creates an environment that commands attention. Our story about the value we can create for companies and their customers, which can make a real difference in their lives, meets or exceeds that expectation. The Oxfam connection not only creates the environment but resonates because it is consistent about our commitment to making a difference.”

There are two other things that Staples highlighted. The first was a surprise answer to a question I asked about whether reactions have differed based on vertical markets or geography. “For some reason, companies in the insurance industry love the goat,” he noted. “We have had all kinds of interesting request in addition for everything ranging from toys to t-shirts. It has been rather remarkable.”

The second revelation came in response to a question I had about the creators of the campaign. I was curious about which of the big agencies had done the work since I really liked the creative approach. It turns out they are two film students. In fact, the video associated with the campaign was just recently updated and is being prepared for a significant upcoming blitz.



Innovations in Call Recording  
and Contact Center Solutions

**75%** of people would  
do business with a  
company based on a  
**great call center  
experience.**

**50%** of people  
stopped doing business  
with a company due to  
**poor customer service.**

## Which Side Are You On?

In today's highly competitive market, providing superior customer service is critical to an organization's success. cc: Discover, CallCopy's award-winning workforce optimization (WFO) suite, enables organizations to maximize customer satisfaction by gaining a deeper understanding of their customer interactions.

**Learn how you can benefit from the solution rated #1 in Overall Product and Vendor satisfaction. Go to [callcopy.com/report](http://callcopy.com/report)**

Voice and Screen Recording | Quality Assurance  
PCI Compliance | Workforce Management | Agent Coaching  
Performance Management | Customer Surveys  
Speech Analytics | Desktop Analytics

[callcopy.com](http://callcopy.com)  
888.922.5526







**Interactive Intelligence Group Inc. ([www.inin.com](http://www.inin.com))** has signed a stock purchase agreement to acquire its Netherlands-based reseller, Brightware B.V. Under the terms of the agreement, effective April 1, 2012, Brightware is now owned by Interactive Intelligence Group Inc. The new entity will now operate as ININ Netherlands B.V. As part of the all-cash transaction, Brightware's 14 employees will join Interactive's current sales, marketing and support teams. Interactive Intelligence will now have 22 total employees based in the Netherlands to serve the Benelux region. The ININ Netherlands staff will continue supporting Brightware's customers located throughout Benelux, including regional brand-name companies such as Klant Contact Services, SNT and Unirobe Meeûs Group. "This acquisition marks the continuation of our strategy for growing existing operations in key international markets," said Interactive Intelligence founder and CEO Donald E. Brown. "Since we first set up operations in the Netherlands more than 12 years ago, our products have been met with broad acceptance throughout the region. Brightware's staff of skilled deployment and integration specialists, along with its experienced support team, will be integral to our success there. Our expanded footprint in Benelux will also help us build momentum for our cloud-based communications-as-a-service offering."

Enterprise prospects of **Radish Systems ([www.radishsystems.com](http://www.radishsystems.com))** say that for every second they shave off the average call handling time they save \$1 million per year in contact center costs. So, Radish said, it has made enhancements to ChoiceView to help save those businesses big bucks. With version 2.0 of ChoiceView Agent, Radish said, contact center agents find it even easier and more secure to send visual content, such as photos, diagrams, documents, or video snippets, while talking/texting with ChoiceView-enabled mobile callers. The ChoiceView platform allows mobile device users to simultaneously see, hear, and send information using any network and any phone. It delivers automatic rep screen pops, information encryption, local history saving, local file send, and more. "Radish Systems offers ChoiceView as a unique solution for contact center customers to improve mobile communications," said Ted Baker, Presidio vice president of healthcare solutions. "We have worked together to bring about some important new features, such as integrating to the Cisco UCCX to help sales and service reps identify the caller and greet them in a more personal manner. Sending local files instantly to the mobile caller and saving the call history locally make ChoiceView a true value-add technology for our clients."

**Spanlink Communications ([www.spanlink.com](http://www.spanlink.com))**, a Cisco partner focused on designing, implementing and supporting contact center and customer collaboration solutions, has partnered with Convergys Corp. to provide a comprehensive cloud-based contact center solution leveraging the Cisco contact center platform. The alliance combines Convergys' depth of contact center operational expertise with Spanlink's proficiency in designing and deploying Cisco contact centers, according to the companies. The offering, anticipated to launch later this year, will initially service North American and European companies with more than

100 worldwide contact center agents. "The partnership between Spanlink and Convergys is powerful," said Spanlink CEO Eric LeBow. "Spanlink brings over a decade of experience designing, deploying, and supporting some of the largest Cisco contact centers in the world. Combine that with the secure data centers, contact center operational expertise, global footprint and financial strength of Convergys, and you create a partnership that gives our customers and prospects confidence that their contact center operations are in good hands and will deliver business results."

The market for speech technology including interactive voice response service providers is projected to reach \$31.3 billion by 2017, according to **Global Industry Analysis ([www.strategy.com](http://www.strategy.com))**. Related growth fields include text-to-speech, automatic speech recognition and speaker verification. The company noted that speech recognition has become popular in the airline, banking, inventory management, medical transcription, security brokerage and warehousing industries as they move to save costs.

**NICE ([www.nice.com](http://www.nice.com))** has integrated its NICE Interaction Management platform with its NICE Fizzback real-time customer feedback solution. The combined offering automatically generates requests for customer feedback at the end of an interaction and correlates individual customer feedback results with related interaction data. By consolidating this information into a single view, enterprises can gain deep and valuable insight into the root cause of specific customer dissatisfaction as well as the different aspects of the customer experience, according to NICE. "Integrating NICE Interaction Management with NICE Fizzback demonstrates our commitment to providing our customers with one cohesive, powerful solution. Existing NICE Interaction Management customers will immediately realize a greater combined value when selecting NICE Fizzback as their real-time direct feedback solution," said Udi Ziv, president of the NICE Enterprise Group. "The ability to easily correlate customer feedback with the interaction is an important step for organizations that want to drive their business by voice of the customer."

Fairview Health Services has chosen **Amcom Software Inc. ([www.amcomsoftware.com](http://www.amcomsoftware.com))** to replace an aging call center platform and to expand the scope of its communication functions to clinical settings as well. The solution will include "supporting mobile staff with smartphone-ready encrypted messaging, sending nurse call and patient monitoring alerts to staff's mobile devices, and bringing multiple contact centers into one," according to the press release. Fairview staff will be allowed to choose the device they want to use and then have that device set up with coded smartphone messaging, a full audit trail, access to directories while on the move, and "security at every step to protect sensitive patient information," according to the company. In addition, the Amcom solution will provide clinical alert and alarm integration for nurse call and patient monitoring systems to pick up nurse call requests and patient monitoring alerts, and then notify the right on-duty caregiver's mobile device for swift response.

# Do You Own Your Customer?



**Your company** sells the technology. **Your company** installs it and trains the customer on how to best utilize and maximize it. If there is any caretaking required after the sale, **your company** does the moves, adds, changes, and Tier I tech support to keep the customer happy.

Why should your OEM technology partner reap the benefit of the recurring monthly revenue for **YOUR** Maintenance Contract on **YOUR** Customer?

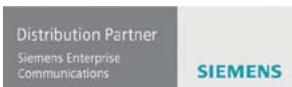
## **STOP GIVING AWAY YOUR REVENUE AND YOUR CUSTOMER!**

Siemens is a globally recognized technology and engineering leader. The OPENScape OFFICE is the MOST ADVANCED Unified Communications / Telephony Platform in the market today, with tight Outlook Integration, Fax Server, Conference Server, and DOZENS of other UC features.

**Intrigued?** Contact the Technology Distributor Partner for OPENScape OFFICE at 866-Go Sotel or [partners@sotel-systems.com](mailto:partners@sotel-systems.com)

19 Worthington Access Drive  
Maryland Heights, MO 63043  
[www.sotel-systems.com](http://www.sotel-systems.com)

(314) 787-1800  
(314) 787-1899 fax  
(866) GoSoTel





# Workforce Management

## WFM Solutions May Be More Beneficial & Attainable Than You Think

**A**lmost two-thirds of North American call center respondents have yet to adopt workforce management software to schedule, monitor and report on agent activity, according to a recent survey by Noble Systems Corp. That's not good news for them, as workforce management solutions can help both lower internal costs and increase customer satisfaction.

"The benefit of engaging the right number of skilled people and supporting resources in the right place at the right time cannot be overestimated," said James K. Noble, president and CEO of Noble Systems, which sells the ShiftTrack WFM solution. That's because labor typically accounts for at least 70 percent of an average contact center's operating budget.

Among the workforce management solutions on the market is inContact Workforce Management Software 2.0 powered by Verint. It is a smart call center WFM that helps predict demand, abandon rates and queue times. It also can aid in optimizing a workforce by creating schedules that take into consideration agent skills, preferences and proficiencies.

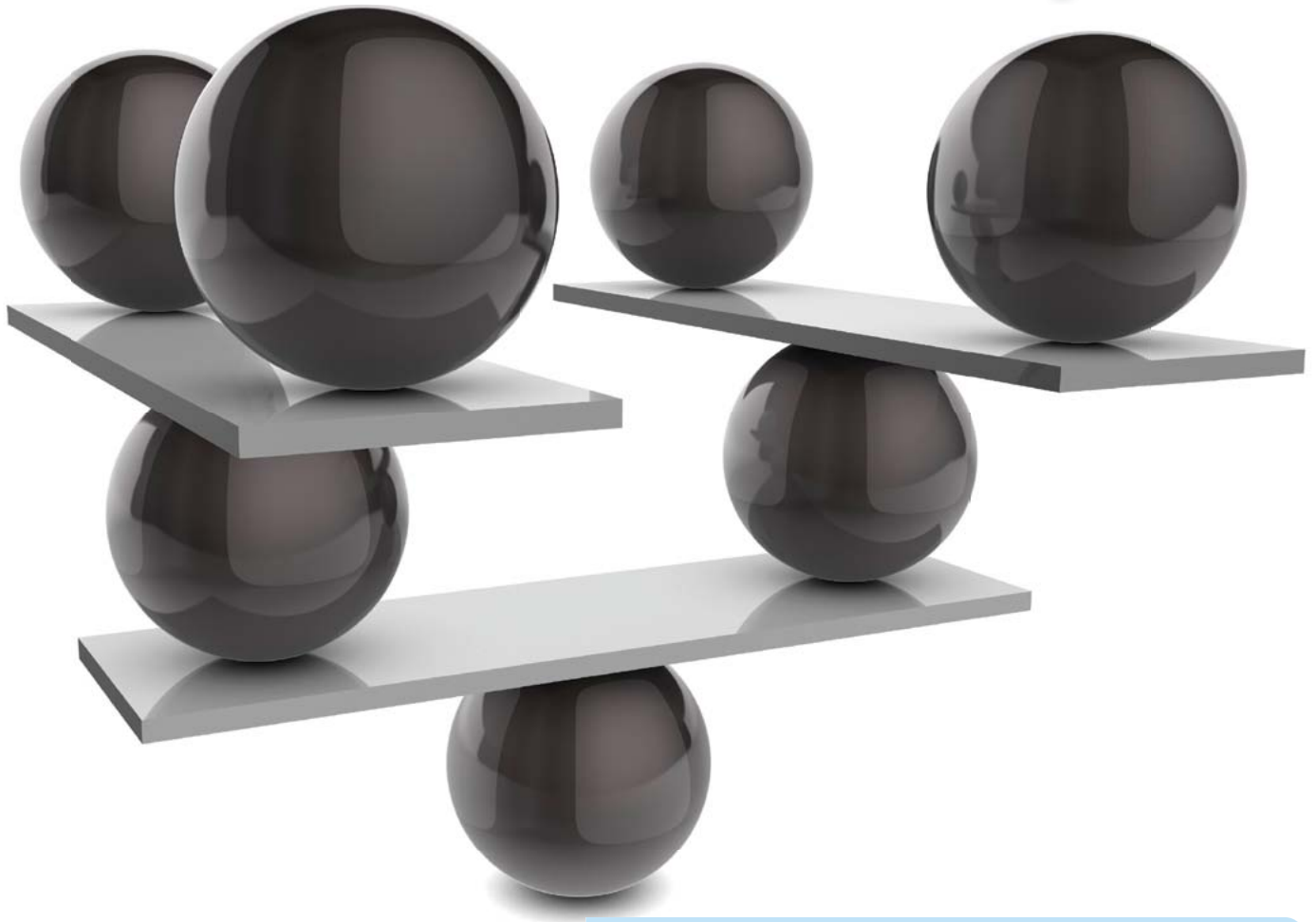
As with any new investment, cost is probably a key reason why many call centers lack workforce management solutions. Cloud-based solutions can enable companies to adopt workforce management software without a big upfront investment, however.

Enkara recently launched a cloud-based customer experience analytics and workforce optimization solution. It can be used to access and analyze customer and employee transaction data from transaction logs, speech recognition, web usage, and agent desktop activity. The solution also can be used to correlate structured and unstructured data in an effort to uncover failure points and enable customers use that information to improve performance.





# Need to Improve Your Multichannel Ability?



eLoyalty designs and implements on-premise, cloud, and hybrid multichannel contact center solutions.

- Serve customers through more channels
- Enhance collaboration with unified technologies
- Profit from more customer intelligence



Free White Paper—The Future is Now: Leveraging the Right Technology Solution to Create the Ultimate Customer Experience. [www.teletech.com/thefutureisnow](http://www.teletech.com/thefutureisnow)

Learn more about TeleTech's industry-leading contact center technology solutions at [www.teletech.com/solutions](http://www.teletech.com/solutions)



"Our unique ability to consolidate, correlate, sequence, analyze, and replay volumes of disparate data in the cloud provides a complete view of the customer journey – why customers made contact, how often, with whom, and to what outcomes?" said David Stamm, CEO of Enkata. "As ecosystems for service delivery include a greater array of participants – home agents, contractors, third parties, as well as a greater number of touch points from retail to chat – it is critical to use big data technologies in the cloud."

According to David Menninger, vice president and research director at Ventana Research, customer and transaction data are the most common types of big data analyzed by organizations. Back in January, Menninger commented that within 12 months two thirds plan to use the cloud for some of their big data processing.

In yet another cloud-based workforce management development, contact center software outfit Five9 Inc. recently partnered with NICE Systems to bring to market a cloud-based workforce optimization offering. The solution, hosted by Five9 in the cloud, adds NICE technology to the Five9 contact center.

Mike Burkland, CEO of Five9, stated, "The market for cloud-based contact center solutions has accelerated dramatically over the last several years. By partnering with NICE, the clear market leader in workforce optimization, we have added a significant market opportunity, delivering the proven benefits of WFO through our cloud-based platform."

As discussed in the March issue of *Customer Interaction Solutions* magazine, Monet Software has been a pioneering force in the area of workforce management for about a decade and offers a cloud solution as well.

"Over the years we have continued to get requests from our customers for a cloud-based call recording solution that is easy to use and affordable," said Monet CEO Chuck Ciarlo. "Monet has spent nearly 9 years perfecting a best-of-breed WFM solution, and call recording has been in our sights for a while. Now we are able to offer it, along with a robust quality management module. Both are fully integrated into a unified cloud-based workforce optimization solution. We are very excited about this offering, and we think our customers and the market will be as well."

The solution is called Monet WFO Live. It enables call centers to automate workforce management, call recording, quality assurance and agent analytics.

"Call centers can now quickly and easily optimize all aspects of their workforce with one affordable solution, resulting in better utilization of resources, better cost management and improved service levels," Ciarlo explained. "Monet WFO Live unifies workforce optimization across multiple processes to better meet customer needs and deliver more effective customer service. Customers can create accurate forecasts, efficient schedules for incoming work volumes, track key metrics in accordance to their business goals, record and monitor calls for quality, training and compliance purpose, all in one integrated cloud-based platform."

Monet WFO Live consists of a handful of software modules, including Monet WFM, Monet Record, Monet Quality, and Monet Metrics. Monet WFM is a call center workforce management solution that enables organizations to create more accurate forecasts, develop more effective call center schedules, and increase agent adherence. Monet WFM also features Monet Anywhere, a supervisor collaboration solution, and Monet Integrations Service, a solution that enables customers to integrate their ACD systems more easily with all of the above. Monet Record is a call recording solution that records, archives and retrieves customer interactions. Monet Quality monitors customer interactions. And Monet Metrics, a call center and agent performance management solution, was designed to allow organizations to manage key performance indicators, set up real-time alerts, access dashboards and reports for agent analytics, and generally look at agent performance at a more granular level.

"Having spent many years owning and operating call centers, some of the biggest challenges we faced were the inability to accurately forecast call volumes and properly schedule agents to meet the various service levels and other business demands," said Ciarlo. "Call center software was too expensive, difficult to implement and very complex to use. Only the largest call centers could afford it, most often they spent years implementing it, and never realized the full potential."

But, he added, most Monet customers realize cost savings within 60 days.

## Employee Engagement – What Workers Want

According to a report issued this March by human capital measurement and analysis company Modern Survey, 67 percent of employees are either disengaged or under engaged in their current job and organization.

The study shows an increase of 2 percentage points in the number of disengaged workers at 30 percent of the surveyed workforce. Meanwhile, the number of fully and moderately engaged employees increased 2 percentage, to 10 percent and 24 percent, respectively. The study reports a 5 percentage point drop in the number of under engaged employees.

"When compared with the study's September 2011 survey findings, engagement is slowly returning, but it is still far below acceptable levels," said Don MacPherson, president of Modern Survey.

"Based on our new survey findings, the U.S. workforce reports that they want two things more than anything: They want senior leadership's clear vision of where their organization is going, and they want the opportunity to personally grow and develop once again," he added. "Both of these things have been stunted during the economic malaise of the last few years."

From this...

...to this.

 inContact®

## CUSTOMERS WANT A SIMPLE WAY TO STAY IN TOUCH. BUT SOMETIMES SIMPLE IS SO HARD TO DO.

» inContact gave a leading equipment manufacturer the power to streamline communication with its thousands of dealers in North America. They went from 25 different numbers - each for a different purpose, causing confusion and frustration in their customer base - to just one. The result: a big increase in dealer satisfaction with the bonus of improved metrics. It was so simple - and so easy to do with the cloud.

At inContact, we're the cloud experts, with more happy customers than any other vendor. And as the cloud market leader, you'll get the benefit of our know-how and expertise so you can stop worrying about your technology and focus on taking care of your customers.

Want to make life simpler for your customers? View our new video and learn how the cloud makes managing your contact center easy at [www.incontact.com/simplify](http://www.incontact.com/simplify).

[INCONTACT.COM/SIMPLIFY](http://INCONTACT.COM/SIMPLIFY) »

 inContact®

WE GET THE CLOUD



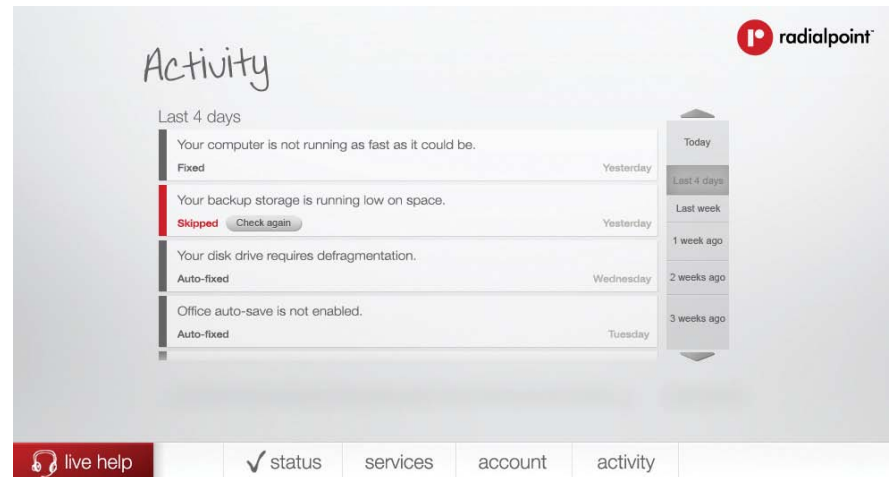


# Radialpoint Helps Carriers, CE Outfits Support the Networked Home

For years telephone companies and other interested parties have talked about the placement of the demarc – or demarcation point – and where it should be. The demarc is the point at which the telco's reach and responsibility ends. For telephone service, that point traditionally has been at the NID, or network interface device, attached to the outside of the home. That was pretty cut and dried, and it made things relatively easy for the service providers.

The rise of the Internet, broadband and home networking has altered thinking about the demarcation point and, indeed, whether there should be such a thing at all. That's given the fact that service providers increasingly want to get a foot in the door with customers in an effort to sell them not just network access, but higher-margin services. The problem there, however, is that managing and maintaining equipment and services inside customer homes is a significant undertaking – one that can be so complex and costly that it won't necessarily result in a payoff for the service provider.

But a company called Radialpoint has stepped forward to help broadband providers and consumer electronics companies more efficiently service customer requests for support that address issues all the way down to the consumer endpoint. The Radialpoint offer might, for example, be used to enable a service provider to guide its custom-



ers through the process of setting up or troubleshooting Xbox Live or a whole home network.

Jordan Socran, vice president of business development, equates the Radialpoint offering to “a white-label Geek Squad.”

The Radialpoint solution involves a SaaS-based platform that service providers and CE outfits can configure to launch remote technical support, explained Socran. The platform includes device-based applications for users so they can click to chat; billing components so companies can charge customers based on incidence or whatever parameters fit their strategies; scripting to remediate problems; and more. Organizations that employ the solution can use their own labor to support the effort, or Radialpoint can provide the labor for them. Because the platform is web-based, the representatives staffing the customer support can be located anywhere.

The company also can aid organizations in creating bundles of services. For example, a mobile operator may want to offer a device location or family tracking feature. Radialpoint can help the service provider customize and support that kind of an effort.

“We recognize a lot of the large technology brands are looking at service and support as a clear means of differentiating their businesses,” Socran said, adding that some want to do it to drive new revenue, and some intend to offer support for free in an effort to get customers to buy more of their core products and services.

Radialpoint can help companies deliver “a real white-glove-type service,” as opposed to delivering traditional-type support, which is all about handle times, said Socran.

Now is the perfect time for something like this, he added, given broadband operators are getting a lot of customer calls about things (like PC, TV and home networking questions) that have nothing to do with what they offer, he said. It's also a good match for the consumer electronics space given TV manufacturers are now introducing app stores, so they're rethinking what it means to build customer relationships.

“Every consumer technology brand is in the services business whether they know it or not,” he said.



## Introducing the Outbound Call Center Online Community

Five9's solutions deliver the benefits of million-dollar systems, but without their hidden costs. Five9's predictive dialer efficiently and effectively helps manage product campaigns, generate sales leads, process account collections, raise funds, administer research surveys, and conduct political and community initiatives. Outbound Call Center campaigns also help increase agent productivity, improve sales results, lower infrastructure costs and increase business agility.

Call centers around the world count on Five9's Outbound Call Center software for more profitable and productive outbound campaigns.

- Free consultations
- Free trials
- Free quotes
- Feature articles
- Case studies
- Technology briefs

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



Powered by:





## TMC Congratulates CRM Excellence Award Winners

CRM solutions help businesses manage interactions with current and potential customers. But as customer behavior and requirements have evolved, so have many CRM solutions. For example, some companies in this space now deliver CRM products and services that enable different departments within an organization to access and share information. Also, CRM is front and center as more companies adopt multi-channel customer contact strategies that expand beyond voice, e-mail and chat to include mobile and social networking.



And while many CRM systems traditionally have targeted the largest companies, new solutions in this space now speak to the needs of small and medium businesses, which require more ease of use, and low-cost or no-cost upfront fees.

Here is a list of this year's CRM Excellence Award Winners.

### WINNERS

**Agero**

Roadside Connect

**Intelenet- A Serco Company**

Mobile Client Reporting Solution (CRS)

**Soffront Software, Inc.**

Soffront CRM

**Allegiance**

Engage Platform

**Intelliresponse Systems Inc.**

Answer Suite

**SugarCRM**

Sugar Professional

**Aplicor**

Aplicor Cloud Suite

**KANA**

Service Experience Management (SEM)

**TeamSupport.com**

TeamSupport

**Benbria**

BlazeLoop Customer Engagement

**LivePerson**

LP Chat

**Tigerpaw Software**

Tigerpaw Software 11R2

**Calabrio**

Calabrio ONE

**NCO/APAC**

Live Tech Support for Leading Software Company's Professional Accounting Client Base

**Toshiba America Information Systems Inc., Telecom Sys Div**

Call Manager for IPedge

**CDC Pivotal**

Pivotal CRM

**NICE Systems**

NICE Customer Satisfaction

**Xactly Corporation**

Xactly Express

**Clarabridge, Inc.**

Clarabridge Enterprise

**Pegasystems**

Customer Process Manager (CPM)

**Confirmit**

Confirmit Horizons

**inContact**

inContact Plugin Agent

**salesforce.com**

Desk.com



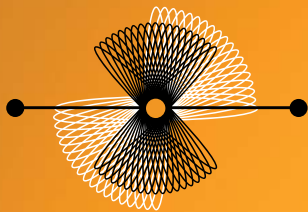
# Contact Center Solutions



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

**Log On Today!**

A Global Online Community sponsored by:



**INTERACTIVE INTELLIGENCE®**  
Deliberately Innovative

Powered By:



by Jesse Clark, Partner & Technology Leader, Revelant Technology, and Rachel Wentink,  
Senior Director, Strategic Initiatives, Interactive Intelligence

# Humanizing Business Process Automation

## Optimizing Performance for Employees and Customers

**I**mproving the delivery of products and services should be an ongoing focus in business. In particular, if your firm isn't considering how to make its products and services available at a competitive price — and how to reduce time-to-market response times to customers — your competitors certainly are. Just as certainly, and especially on social networks and the web, consumers are constantly evaluating your company's service, pricing, product quality and reputation to gauge value overall.

Within this value equation, consumers in general are less tolerant of service and product delivery processes that are outdated and ineffective, or that are simply broken or irrational. How can a firm adapt and be better? Business process automation software can improve service and product quality by reducing manual efforts and accelerating delivery processes themselves. The thing is, BPA software is a tool, not a magic bullet. A firm's leadership and culture largely determine the firm's values and the processes it uses to run the business, as do its people. And with humans in charge of establishing what those processes are, they will also decide whether process improvement is needed and how to proceed.

### 1. Lighten the labor intensiveness

To reduce manual work, BPA uses business rules to automatically escalate work to the appropriate department. When an employee needs to determine the target department, BPA can set a due date for a response and keep track of the task's status and ownership. Because BPA integrates with the communications infrastructure, it can issue due date reminder prompts to task owners via screen pop-ups, e-mail, text messages and phone calls. Such prompts free employees from having to track their own activities manually. Management also can receive alerts, which is useful when processes are regulated and strict due dates must be adhered to. With BPA-based dashboard views, managers can see how many items are pending at each step within the process. Over time, accumulated process tracking data can affirm any need to simplify the process. Along with reducing operational costs, a reduction in labor intensity will have the delightful side effect of accelerating the process and improving service, as perceived by customers.

### 2. Reduce mistakes or fix them quickly

It's one of the pitfalls of social media. If an organization messes up, its mistake can be splashed across social networks and shared among millions in a matter of hours. To avoid becoming social road kill, organizations must improve transaction quality and response times, and BPA can help in multiple ways. To improve transaction quality, BPA can provide a simplified user interface via integrations to legacy back office systems, replacing manual

Business process automation software can improve service and product quality by reducing manual efforts and accelerating delivery processes themselves. The thing is, BPA software is a tool, not a magic bullet.

Although BPA software is an effective way to improve processes, many companies make the mistake of buying the software without first buying into a process automation philosophy. From the human perspective — the customer's viewpoint plus those of internal employees and management — that buy-in comes down to four areas of process improvement.

efforts and minimizing potential human errors that can actually add to a problem. The interface can retrieve information from back office systems, and validate the entered information to reduce initial process mistakes. To speed response times, BPA can reduce the complexity of a user navigating through multiple applications and screens. More speed and quality results from pushing the newly entered



# Smarter Communities... Superior Results...



You need an Online Community for your business.  
Here's why:

## Reason #22

**Your TMCnet Online community will achieve high organic ranking on major search engines.**

Most people start their search for purchasing decisions online, so it's more important than ever to rank highly and be viewed as the thought leader in your industry.



To learn how you can build your own customized Online Community, contact [ClientServices@tmcnet.com](mailto:ClientServices@tmcnet.com) or call 203-852-6800



Technology Marketing Corporation • 800 Connecticut Ave., 1st Floor East, Norwalk, CT 06850 USA  
Copyright © 2012 Technology Marketing Corp. All Rights Reserved





information into back office systems, instead of doing so with time-consuming manual processes that are prone to error.

### 3. Reverse engineer your process: start with the result of a delighted customer

Firms have a strong tendency to build processes based on what their internal organization prefers. In many cases, customers have to negotiate Byzantine IVR menus and web pages because those navigational processes mimic a firm's internal department structure. To the customer, these kinds of internal-based processes make no sense, and usually cause more confusion than delight. Instead, firms should start by focusing on the result of a delighted customer. Firms must offer viable service pathways into their business processes because customers expect easy and intuitive. People want to use the self-service and assisted-service channels to navigate and perform processes in meaningful, consistent, and rewarding ways. When they're able to do that, it makes them satisfied customers.

### 4. Take an evolutionary approach to process improvement

One aspect of an evolutionary BPA approach is to choose a process that's broken. Articulate how it impacts your customers (usually negatively), and envision how you would change that process to have a delightful result. Focus on the desired outcomes and map out the necessary people, functions, workflow, data, and timing required to achieve the outcome. Leverage the tools to communicate the process and to drive the necessary organizational changes and technology support. Then establish a process owner who drives the effort to align properly the people, departments, and necessary technology to fix the process.

Again, BPA software is a tool and not a magic bullet. But by adhering to the four distinct areas of process improvement first, BPA can help make sure you're in touch with the voice-of-the-customer, including internally.



# Autonomy Speech Analytics

Real-time Solution to Inform and Enlighten the Business

Upsell/Cross-sell  
Customers

Automatic Language  
Detection

Advanced  
Speaker Recognition

Root Cause  
Analysis

**Over 500 Functions**

Sentiment and Emotion  
Detection

Built-in  
Multichannel Analytics

**Real-time Multichannel**

Powered by Autonomy IDOL,  
the world's leading infrastructure  
platform for human-friendly data.

Uses conceptual understanding to  
listen to customers across multiple  
channels (phone calls, web visits,  
social media and mobile).

Improves customer service, drives  
better agent performance and identifies  
opportunities for the business.

For more information, call 800.835.6357  
[www.autonomy.com/speech](http://www.autonomy.com/speech)



**Autonomy**

*The world's hottest  
software company*

## ➤ AD INDEX

3C Logic .....	42	Knowlagent.....	9
<i>www.3clogic.com</i>		<i>www.knowlagent.com/myths</i>	
Autonomy .....	37	Outbound Call Center Online Community.....	31
<i>www.autonomy.com/speech</i>		<i>http://outbound-call-center.tmcnet.com/</i>	
Call Center Software Online Community .....	5	Plantronics .....	11
<i>www.call-center-software.tmcnet.com</i>		<i>www.plantronics.com/avayaac</i>	
CallCopy.....	23	R.L. Bencin & Associates .....	38
<i>www.callcopy.com</i>		<i>www.rlbencin.com</i>	
Clarizen.....	3	SIP Print .....	15
<i>www.clarizen.com/gap</i>		<i>www.sipprint.com</i>	
Contact Center Solutions.....	33	Sitel.....	21
<i>http://callcenterinfo.tmcnet.com/</i>		<i>www.sitel.com</i>	
eLoyalty, a TeleTech Company .....	27	Sotel Systems.....	25
<i>www.teletech.com/solutions</i>		<i>www.sotel systems.com</i>	
Embrace .....	13	stratasoft.....	10
<i>www.embrace.com</i>		<i>www.stratasoft.com</i>	
inContact.....	29	Telstrat .....	41
<i>www.incontact.com/simplify</i>		<i>www.telstrat.com</i>	
Infocision .....	IFC, 38	USAN .....	17
<i>www.infocision.com</i>		<i>www.usan.com</i>	
Jabra.....	7		
<i>www.jabra.com/Avaya</i>			

## ➤ MARKETPLACE

**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**

### Professional Telesales/Customer Service Management Searches

- Search consultants to most of the top ten service agencies in the U.S. and over 50 of the Fortune 500 companies. Small companies, too.
- All custom searches using a 25,000 resume file plus extensive proactive calling.
- Dedicated telesales/customer service searches since 1981..the first and the best!

#### R.L. Bencin & Associates

2616 Hidden Canyon Dr.  
Brecksville, OH 44141  
440-526-6726

Resumes welcomed!  
E-mail: [rlbencin@rlbencin.com](mailto:rlbencin@rlbencin.com)  
Web site: [www.rlbencin.com](http://www.rlbencin.com)



Psst...Did You Hear?

What? Tell Me!!

Tell Ya Later!

Something  
**BIG**  
is Coming

Catch the Unveiling  
September 2012



Technology Marketing Corporation  
800 Connecticut Avenue  
Norwalk, Connecticut

203-852-6800  
[www.tmcnet.com](http://www.tmcnet.com)

# COMMUNICATIONS & TECHNOLOGY MARKETPLACE

Workshops & Conference Sessions: October 2-5, 2012 • Exhibit Hall: October 3-5, 2012  
Austin Convention Center • Austin, Texas

ALL ASPECTS OF TECHNOLOGY—ALL IN ONE PLACE  
[WWW.ITEXPO.COM](http://WWW.ITEXPO.COM)



Cloud4SMB  
EXPO



CV<sup>X</sup>

TMC **ITEXPO**

StartupCamp6  
comms edition

HTML5 A DevCon5 Event  
SUMMIT

EDUCATION • NETWORKING  
PRODUCT DEMOS

MSPAlliance  
MSPWORLD™

LatinComm  
conference and expo



BILITY  
TECH  
Conference & Expo

Platinum Sponsors:

AVAYA



8x8, Inc.

sansay



Gold Sponsors:

DoubleHorn  
COMMUNICATIONS

MegaPath™

tw|tel



telity  
Managed Cloud Services

AudioCodes



Sonus

digium

SANGOMA

SIP PRINT  
Recording | Accounting | Management

VoIP phones





## Take a Number

**H**ere's a look at some of the recently-issued surveys and forecasts by those in the customer interactions space. Call recording and monitoring are "at the forefront of the battle to improve quality and thus customer satisfaction and loyalty," according to the U.S. Contact Center Decision-Makers' Guide, issued by ContactBabel and Zeacom. The guide draws on information gathered from surveys of 210 contact center managers and directors between November 2011 and February 2012.

The guide goes on to say that call recording is in use by 80 percent of survey respondents and is used for such applications as agent training, compliance, quality assurance and security. By also implementing agent-initiated call tagging, the guide adds, organizations can garner even greater value from call recording solutions.

"For example, if customers talk about the competition and what they are offering specifically, these agent-tagged calls can be reviewed for possible action by a business's commercial team," the guide says. "This has the added benefit of making agents feel a key part of the overall business."

The guide also talks about the value of recording for performance management and mapping that to business goals.

"Key performance indicators can be set and reviewed (such as average revenue per call), which are directly relevant to the needs of a business as a whole," the guide says. "Contrast this with the traditional efficiency measures of a contact center's success: average speed to answer, average call duration and occupancy rate. Measurement and improvement in key performance indicators, due to interaction recording analysis, will help to prove the contact center capable of making a real impact on a company's profit."

Meanwhile, a separate study, this one conducted by Coveo in late February at the 2012 CustomerCare Leadership Forum, talks about the benefits of collaboration among an organization's different departments in establishing customer-centric culture and initiatives.

The study revealed that 42 percent of respondents estimate their companies have visibility into less than a quarter of information across all interaction channels, including social streams, and that 65 percent do not combine social data with enterprise content or are not sure of whether their organizations combine this data in customer service and support operations.

"The survey findings reflect the need for better insight into the overwhelming amounts of customer and product information

across interaction channels and siloed departments to truly create a customer-centric view of the information for front-line staff," said Louis Têtu, CEO of Coveo.

Added Kate Leggett, senior analyst at Forrester Research: "Although 78 percent of customer intelligence professionals understand the value of social media data, far fewer are able to transform it into customer insight that drives better company strategy."

On a separate front, cloud-based call center outfit Fonolo has put out a list of what it deems the top eight call center trends of 2012.

No. 1, according to Fonolo, is emotion detection, which considers things like customer speech pitch, speed, tone and volume to rank customer anger and their related prioritization in the call center queue. "While on hold with Scotiabank, I was immediately connected with an agent when I started yelling," Omar Zaibak, marketing manager for Fonolo, said in the report. "This mitigated my frustration and demonstrates how emotion detection can make for a less frustrating experience."

It should come as no surprise that the cloud and mobile come second and third on the list, which notes that Gartner Research believes at least 75 percent of customer-focused call centers will leverage the cloud by 2013. As for mobile, the Fonolo publication talks about the new customer preference to use their mobile devices as an initial point of contact for customer service, and how that could impact IVR.

Other leading trends to look for in the call center this year, the publication says, include scheduled call-backs, voice of the customer, 360 view, call center analytics, and agent attrition.

To the last point, Fonolo writes, "We expect to see more focus placed on initiatives such as work-from-home, knowledge-base, and scheduled call-backs. These initiatives make an agent's life easier and less stressful, which leads to higher retention rates."



# YOUR QUALITY MANAGEMENT WISH LIST COME TRUE

See Engage Suite at:  
IAUG 2012  
Booth 401  
May 20-24, 2012  
Boston, MA

## Introducing Engage Quality. All You Wanted in Quality Management. And Then Some.

Engage Quality equips your contact center to provide targeted evaluation and training, calibrated for consistency, across a team or an entire organization. A total quality management solution, Engage Quality includes advanced agent evaluation, calibrated assessment, integrated e-learning, and powerful, fully customizable performance reporting.

### Engage Quality features:

- Comprehensive, multi-level, skill set-based agent evaluation
- Calibrated assessment with unlimited assessment standards
- E-Learning with real call audio or easily attached files
- Instant feedback coaching, reinforced with bookmarks & notes — All tracked in agents' *My Engage* learning queues
- Extensive custom reporting to mine in-depth QM data
- Intuitive, Web 2.0 interface that invites even novice users

All this and more for one, all-inclusive, affordable price. No nickel & diming you for critical QM & WFO capabilities.

**NEW!** Engage Quality. It's the all for one price solution for all!

Contact your authorized telecom equipment reseller or TelStrat for more information and a live demo!



from





# WHAT'S PREVENTING YOUR CALL CENTER FROM REACHING THE CLOUD?

*"My system is paid for"* 3CLogic costs 30% less than your Annual Maintenance Charge

*"Cloud lacks security"* V-TAG distributed architecture keeps your data secure

*"I need my CRM integrated"* 3CLogic integrates its cloud with your existing CRM

*"I am concerned about availability"* 99.95% annual uptime with 3CLogic on Amazon Cloud

*"I cannot disrupt my operations"* Pre-configured templates for migrating at your own pace

Begin your **free trial** now at [www.3CLogic.com/trial](http://www.3CLogic.com/trial) 800 350 8656

