

TMC

# CUSTOMER INTER@CTION *Solutions*®

January/February 2012 • Vol. 30/No. 8  
www.cismag.com

30  
Years  
of Excellence

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

## UNCOVERING Treasure

**New Solutions Enable Businesses to  
Realize the Richness of Customer Data**

### Also In This Issue:

- Arcaris 'Gamifies' the Call Center
- CIS Product of the Year Awards
- Intelliverse Makes a Comeback
- IvyTalk Spreads the Message





ATTENSITY

# Make the **Voice of the Customer** Your Business Asset

Customer conversations with and about your company are taking place 24 hours a day, 7 days a week. The question is: do you know what they're saying, and why?

Attensity combines real-time social analytics with our industry-leading customer analytics and engagement applications to give enterprise organizations the unprecedented ability to:

**LISTEN:** to 75+ million social, online conversations sources including social media, blogs, review sites, communities and forums, as well as internal sources like email, surveys and contact center interactions



**ANALYZE:** customer sentiment in 32 languages as it relates to specific products, competitors and issues, and identify the root causes and actionable questions and suggestions driving that sentiment



**RELATE:** the unstructured insights from customer conversations to the structured data in your CRM, ERP, BI and other business systems



**ACT:** reach out and engage with a process playbook based on your company's own organizational processes, and close the loop with proactive offers and services



Learn more about using the voice of the customer to drive business processes.

Download the Attensity eBook at: [www.attensity.com/resources/by-type/ebook/](http://www.attensity.com/resources/by-type/ebook/)

Rich Tehrani, *CEO, TMC*



## Plantronics Headset Line Exudes UC Dominance

**R**ecently I received a care package from Plantronics with a number of their headsets and other products, and when I opened the box it served as a not so subtle reminder of just how dominant the company is.

Back in 1982 when my company TMC (I am CEO) launched the first magazine in the call center space, Plantronics was one of the few companies in the market, and almost 30 years later they have evolved into an organization delivering unified communications endpoints for virtually every segment of the market.

Case in point is the Blackwire C435, a small, lightweight corded stereo headset with microphone, which comes with a travel pouch. The sound drivers are relatively large, yet fit in the ear comfortably due to a clever design. Moreover they deliver crisp sound, and the microphone extends to your mouth allowing you to be heard clearly.

In my testing, I used Skype to call an iPhone 4S on the AT&T network. It sounded great, and I played a variety of music from pop to the Theme from Jurassic Park from John Williams, and the 1812 Overture from Tchaikovsky. On these last two pieces the midrange really shined, and the cannons in the overture played without any distortion. The DSPs and audio programming Plantronics uses on its USB headsets have always been superior in my past testing, and this device was no exception.

headset is directly connected, which is ideal as you want the settings you adjust on the PC to be passed to the headset.

The list price at \$129 is high, but I have seen it around \$70 online, which is a good price for a device that will integrate wireless headset capability to computer-driven and traditional telephony.

The Savi 440 is sleek, uses DECT wireless and works with UC solutions from the major players such as Avaya, Cisco and IBM. You plug the included D100 adapter into your computer, make sure it is the default device, make a VoIP call, press the headset's on button, and you are done. I love this headset, which has a street price of about \$200.

The company says this is the lightest DECT headset on the market – I haven't tested the claim but it is really comfortable and I barely realize it's there. Also the range is very good – I walked about 100 feet away through steel, concrete and much sheetrock and still was able to be heard and hear clearly. It definitely has better range than any other office cordless phone or headsets I

---

**The Savi 440 is sleek, uses DECT wireless and works with UC solutions from the major players such as Avaya, Cisco and IBM.**

---

The Calisto 825 is a hybrid device that connects to UC systems such as Cisco and Microsoft Lync while providing a speakerphone for a small group. The desktop gadget is incredibly flexible as it allows you to connect via Bluetooth to a cell phone and offers a Bluetooth microphone attachment, the PA50, for crystal clear voice clarity. The 825 allows a user to make UC, Skype and mobile speakerphone calls from its keypad, or you can use a corded (via two jacks) or Bluetooth headset. I tested the wireless microphone 20 feet away, through a few walls, and it still was able to transmit my voice clearly to the caller on the other end of my test Skype call. At \$259 list it's a good value.

The MDA200 switcher is a simple device that switches between PC and PBX/PSTN-based communications. Two large buttons allow you to switch effortlessly between the two modes.

Plantronics mentions that the MDA200 simply passes on the enumeration of the headset so to the PC it appears as if the

have tried. Its range is even superior to some of the most specialized long-range Wi-Fi access points on the market. And it comes with an array of ear buds and over-the-ear loops as well as a full over-the-head padded assembly for maximum comfort

The Savi W740 is really the top of the line when it comes to UC and productivity. It is an upgrade from the W01 Savi Office headset system I have used for years and is similar to the Savi 440 in terms of fit, comfort and weight. The W740 works similarly and adds Bluetooth so now my cell phone is paired with it. What this stops is fumbling to switch headsets throughout the day. The 740 has a removable battery for people who spend many hours on the phone.

Also of note is the fact that Plantronics expends considerable time and effort ensuring and testing headset comfort. In fact, the company has a wall of ears it uses to test out fit, and it includes long-wearing comfort tests in its development process. **CIS**

## 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>22 News</b></p> | <p><b>40 Ask the Experts</b></p> <p><b>42 The Integrated Marketplace™</b></p> <p><b>42 Advertising Index</b></p> <p><b>44 Logout</b><br/>By Paula Bernier,<br/>Executive Editor, TMC</p> |
|---|--|

## OTHER ITEMS

- |  |   |
|--|---|
| <p><b>14 Innovation Solutions: Knowledge</b><br/>Improving Agent Performance for the Multichannel Contact Center</p> | <p><b>36 Case Study</b><br/>Building Better Business Relationships, One Call at a Time<br/>By Mike Gelinas, CDW Advanced Technology Account Executive</p> |
|--|---|

## What's on the Cover



- |   |
|---|
| <p><b>6 Uncovering Treasure</b><br/>New Solutions Enable Businesses to Realize the Richness of Customer Data</p> <p><b>8 CrowdControl Uses AI, Crowdsourcing to Analyze Big Data</b></p> <p><b>12 NICE Talk about Actionable Intelligence</b></p> |
|---|

## CALL CENTER TECHNOLOGY

- |  |   |
|--|---|
| <p><b>16 Intelliverse Makes a Comeback with New ION Platform</b><br/>By Paula Bernier, Executive Editor, TMC</p> | <p><b>18 Making Sense of Social Media</b><br/>By Erik Linask, Group Editorial Director, TMC</p> |
|--|---|

## OPERATIONS AND MANAGEMENT

- |   |  |
|---|--|
| <p><b>24 IvyTalk Spreads the Message</b><br/>By Don Van Doren, UCStrategies</p> <p><b>24 Arcaris 'Gamifies' the Call Center</b><br/>By Paula Bernier, Executive Editor, TMC</p> | <p><b>26 UCStrategies</b><br/>By Blair Pleasant, Analyst with COMM-fusion LLC and UCStrategies.com</p> <p><b>28 Viewpoint: Voice of the Customer</b><br/>By Elaine Cascio, Vice President, Vanguard Communications Corp.</p> |
|---|--|

## CRM, BPO & TELESERVICES

- 30 Driving Customer Loyalty in a Mobile World**  
By Scott Kolman, Senior Vice President of Marketing, SpeechCycle

## AWARDS AND RECOGNITION

- 32 CIS Products of the Year**  
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))

### CONTRIBUTING EDITORS

**David Sims, Susan Campbell, Stefania Viscusi**

### 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))  
Senior Director, Creative and Operations, **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



Visit  
**simplyCT.com**  
AND LAUNCH YOUR ONLINE  
CONTACT CENTER TODAY!

**24/7**  
Support



**BENEFIT FROM THE ADVANTAGES  
OF A CLOUD BASED SOLUTION:**

- ✓ Save the Budget you Spend on Expensive Hardware and Resources
- ✓ Manage your Workforce from any Location
- ✓ Scalable and Modular to Meet any Business Need

**PAY AS YOU GO -  
FLEXIBLE PRICING MODEL**

- ✓ Pay per Agent per Month According to your Business Needs
- ✓ Prepare for Seasonal Overflow with Specialized Service Plans!

**OUR CONTACT CENTER  
SOLUTION INCLUDES:**

Voice, Call Back, Web Chat, Mail, Fax, Campaign Dialer, Real Time Analytics, Customized Reports, Call Recording, Configuration Center

**All Easily Accessed and Managed  
through our Online Apps Portal**

**GET STARTED**

**30 DAY  
MONEY BACK  
GUARANTEE**



Inbound, Outbound and Blended Contact Center Solution | Call 855.543.3989 | [www.simplyCT.com](http://www.simplyCT.com)

**Erik Linask**, Group Editorial Director, TMC



## Social Media is Responsible Business

I recently had a conversation with Christian Goffi and Andrew Maher from Avaya (see my story in this issue, titled Making Sense of Social Media). Among the key takeaways from that conversation, corroborating my own previous beliefs, was the notion that, while not every business has to implement a social media strategy right away, they must understand their own social media presence, both from an internal and external perspective. In other words, they have to address the question of social media rather than ignoring it.

Why? Because social media exists. In fact, according to a recent ComScore assessment, 82 percent of the world's population over the age of 15 now is active in social media in some form. As a result, social media ranks as the most popular online activity globally, taking up one of every five minutes of all online engagement.

The argument a year or two ago might have been made that social media isn't relevant because it's just the younger generation that's using it, and that's not our customer base. That has changed dramatically. Today, all groups have caught up to the 15-24 generation, all boasting usage figures in excess of 80 percent of their population. That's more than 1.2 billion people globally.

In the business context, there is still, in many cases, a fear of social media, founded in a lack of understanding. But Goffi and Maher both note that, any time they have consulted customers as part of their Avaya Advisory Services activities, executives wanted to learn and understand social media in order to learn what it might mean for their businesses.

"There is a generational gap and a fear, but it's a fear of the unknown," said Goffi.

The fear stems from the recognition that many of them and their customers use social media as a way to communicate with children and grandchildren. Because they don't use social media for broader, more conversational activities, they are often unaware of its existence as a business influence.

"It's not a generation that isn't willing to learn and do something about it," added Goffi. "If you take the time to explain it, the conversation changes."

Once that conversation happens, and executives see how prevalent corporate and product mentions are in social forums, they are quick to acknowledge not only its existence, but the need to learn more.

The one stumbling block, as it often is with technology decisions, is ROI. To date, ROI on social activity, because its direct impact is hard to track, has been hard to identify. But, if you look at customer satisfaction levels, some of the most active social corporations have registered significant CSAT increases as a result of social activity.

It's not magic. Rather, for those companies, it's about understanding that customers interact via their preferred channels. The easiest way to gain access to customers is by understanding where they engage, and following their lead. By integrating social media into the customer care environment and ensuring all activity history is available to customer reps – voice, chat, web, video, social media, etc. – those agents are able to provide exceptional service, driving CSAT, which can be measured and tied to ROI.

Most businesses haven't taken it to that level, but are still trying to figure out how to justify spending on social media. Part of the answer comes through technology. By leveraging software to automate social monitoring and data collection and aggregation, much of the manual work can be offloaded and agents can focus on customer service.

But at the heart of the matter is the simple question: Where are your customers? When businesses make marketing decisions, they choose campaign placement based on an ability to reach a certain audience. They know what TV shows their prospective clients are likely to watch; they know which publications they are likely to read; and they know which websites they are more likely to visit.

In fact, in October 2011, 28 percent of online display ad impressions were on social media sites. If businesses have started to recognize the value of advertising on those sites, it follows that they must then also understand how many of their customers and prospects visit those sites. Shouldn't they then also be very interested in what those same social users are saying about their businesses? If businesses advertise where their customers congregate, they have a vested interest in listening to what those customers are saying where and when they congregate in those places.

Indeed, there remain many questions, not the least is how to evaluate social programs. And with new applications and tools emerging regularly, and with users finding new ways of leveraging those technologies, the value in social media is still being determined.

But to not at least look at social media, to ignore a communications medium you know your customers utilize regularly, would be near sighted. It's not only logical to find out what 1.2 billion people are saying about you – it's responsible business. **CIS**





## 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:





# Uncovering Treasure

## New Solutions Enable Businesses to Realize the Richness of Customer Data

**C**all centers, CRM systems, social networking and other sources often house a gold mine of customer data. Yet uncovering those riches and putting them to good use can be as difficult as finding El Dorado. However, a wide variety of solutions providers now offer tools and services that can help your organization discover its own Lost City of Gold.

The advent of social media has helped businesses understand the need to get a handle on unstructured data, notes Diane Berry, Coveo's senior vice president of marketing and communication. Yet, as IBM's latest CIO survey says, most organizations are data rich but insight poor, adds Ed Shepherdson, senior vice president of enterprise solutions at Coveo.

Boasting 700 customers, including such big names as CA Technologies, GEICO, Lockheed Martin, PepsiCo, T-Mobile, Verizon, and YUM! Brands, Coveo offers what it calls insight consoles to present mashups of media from all of the above-noted data sources, explains Berry.

Text analytics is a key feature of the insight consoles, adds Shepherdson. This feature harvests information from unstructured data and does theme generation across all the platforms from which the consoles draw. For example, the Coveo solution can take a thread from Twitter about a performance problem and compare the information in that discussion to data on the vendor's community portal to get an idea of how widespread the issue might be, who's affected and what to do next.

With Coveo 7.0 Multi-Channel Text Analytics, customer service teams gain better insight into their customers, customer issues, products and up-sell opportunities. Better insight helps them to serve customers more quickly and efficiently; executives are able to understand trends across the entire customer base as well as obtain complete views of individual customers. Meanwhile, product planners and engineers can use this capability to better determine where knowledge exists, how it can be used and how it can be captured even after employees have left. These abilities speed time to market, allow for the creation of more innovative and customer-centric products, identify product issues before they become pervasive, and avoid such issues in the first place by leveraging past experience and globally distributed expertise.

Shepherdson adds that the insight consoles are customized to suit the needs of different employee roles within an organization. That's important, he notes, because a customer service representative needs

access to different information than, say, an internally-focused employee or a manager. Coveo works closely with its customers to understand the needs of each role within their individual organizations so it can effectively customize insight consoles as needed.

"Coveo 7.0 will allow organizations to not only access, but make sense of vast amounts of unstructured data, in near real time, thanks to the Multi-Channel Text Analytics module on top of this very flexible indexing technology," says Vincent Fosty, managing partner of Kurt Salmon. "As a global organization with consultants across North America and Europe, gaining insight into data stores siloed by systems, departments and geographies is core to our business. With Coveo, we're able to search, consolidate, correlate and analyze information on customers, engagements, past projects, our people and more, all through a single interface, giving us a level of insight into our business that wasn't previously attainable. Coveo has really helped us to accelerate sales as well as better serve our customer engagements."

Esteban Kolsky, principal and founder of ThinkJar, an advisory and research think-tank focused on customer experience and CRM, says: "The ability to consolidate information from disparate sources, including social channels, and correlate it with other enterprise information gives customer service organizations a deeper level of insight that's a true market breakthrough. Multi-Channel Text Analytics on top of this combined data provides an even deeper level of insight to uncover key trends, identify issues before they become known to customers and more. This ultimately helps organizations know and serve their customers better, save costs and increase profitability."

Aggregating and analyzing data also has moved front and center at HyperQuality.

"HyperQuality was historically positioned in the contact center quality improvement domain," explains CEO Chris Coles. "In 2011, we extended the competencies gained through eight years of listening, scoring and analyzing in to more voice of customer-related areas, as well as more prescriptive recommendations for systemic improvement in the manner in which companies interact with their customers. This approach was further enhanced with a recent release of our software service to provide better dashboard and alert capabilities for running the business of customer service."

The company aims to continue to evolve its capabilities – both in terms of technology and process – to provide richer assessment and analytic tools for the market, based on inside the call interactions.

"The conversation between customer and company remains one of the least understood, yet most valuable areas of insight for a variety of



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)





### HyperQuality's ClearMetrix 3.0 delivers

- interactive dashboards providing customer contact effectiveness metrics, analytics and trend data at the call center and enterprise levels;
- dashboard views of performance drivers impacting business revenues, expenses and customer experience;
- customizable and configurable, user-defined reports;
- online collaboration and alerts; and
- actionable performance measurement, allowing management to analyze the results of previous business decisions.

decision makers inside a company,” notes Coles. “A wide array of managers/leaders, from product managers to service delivery owners to program management, benefit from structured and quantified insight about the conversation between company and customer.”

Coles adds that it almost always costs more to acquire a new customer than to retain a current one, yet some business leaders haven't taken the time to find out exactly what their customers are experiencing and how they can maximize that interaction so they've created a high-value customer for life.

“To me, the single smartest thing an executive could do right now is determine what impacts customers – positively or negatively – and work to align offers to retain the customer,” says Cole. “In this global economy, business leaders have to be thinking about the competition and the ease of transition customers have between one company and another.”

HyperQuality sells ClearMetrix, a solution for performance management and workflow management that draws on enterprise objectives and provides actionable insight that allows business owners to make better decisions. The company recently released ClearMetrix 3.0, which delivers dashboarding and analytics that allow it to take data from call center interactions, including chat, e-mail and other media, aggregate that to provide a holistic view of customer experience and how customer experience relates to what the business is trying to accomplish. That enables the business to see its successes; fine tune select products or processes; and, if needed, change its services, pricing, campaigns, etc.

“The performance visibility that ClearMetrix 3.0 provides isn't simply about tracking contact center metrics, it's about driving business objectives,” Bailey Shewchuk, senior vice president of sales, marketing and business development for HyperQuality, tells CIS magazine. “Every business owner and executive is looking for ways to optimize customer contacts that impact revenues and costs. ClearMetrix 3.0 provides them the visibility into their customer interaction data so they can make quickly the right decisions that influence their business.”

M5 Networks also delivers solutions that arm its customers with insight into their customer data and interactions. In fact, Brent Barbara, vice president of client solutions and alliances at the 11-year-old company, says he actually coined the phrase actionable intelligence.

He explains that M5 started out using a third-party technology, which has since been acquired, but a few years ago invested in its own business intelligence software solution, which is now in use with 65 to 70 percent of its customers. M5 in September added to its arsenal of actionable solutions with the introduction of Live Answer Service Metric, a SaaS-based feature that provides actionable intelligence about the call-answer rates at M5 clients' businesses.

“In our business, a single missed call can mean losing the chance to gain a new customer. That's why the Live Answer

## CrowdControl Uses AI, Crowdsourcing to Analyze Big Data

A new company called CrowdControl is leveraging crowdsourcing and artificial intelligence to make sense of big data. Its solutions are used in everything from human sentiment analysis applications to keeping business listings up to date.

CEO Max Yankelevich notes that there are hundreds of millions of tweets out there that talk about brands, but it's impossible to analyze all that data using most of the existing tools and dedicated employees, because that model just doesn't scale affordably. On the other hand, you don't want to remove the human element completely from the mix. So CrowdControl taps the resources of more than 1 million people around the world who access the Amazon Mechanic-

cal Turk platform during breaks from their day jobs or other responsibilities and gives those individuals small computerized tasks that – when combined – help make sense of large loads of data.

CrowdControl did an initial formal product launch in November and was established as a company a year ago this month (January). But the company's concept came together a couple years ago as part of AI and crowdsourcing projects at MIT. The crowdsourcing part of the equation is described above; the CrowdControl solution brings AI into play to understand human behavior so high-quality work can be rewarded and used, and poor quality work and workers can be ejected, explains Yankelevich.

“Some folks say it's like The Matrix, where AI is controlling humans,” Yankelevich says.

“Gone are the days of Wild West crowdsourcing,” he continues. “We're introducing manageability into the equation – and this ability to control large data sets will power businesses that aren't yet imagined. Companies build their businesses around pennies, and we can give them that precision in high-quality data sets, cheaper and quicker than alternatives on the market today.”

CrowdControl sells this solution as a SaaS-based offer. Customers log into a CrowdControl portal to upload and download their data.



WHERE WERE YOU...

# THE FIRST TIME YOU HEARD OF HOLD-FREE NETWORKS?



**hold-free**  
networks®

Putting a Pretty Face on Customer Service®

SEE YOU IN MIAMI.



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

Enterprise Contact Center SaaS  
Smartphone • Social CRM • Biometric Security



Service Metric is the first report I look at every day,” Carmine Abruzzo, general manager of life quality BMW, says. “After just a few days of monitoring this report, it was clear that we were missing calls in the mornings. We adjusted our staffing and can now be confident that we are providing the outstanding service that our customers and prospects expect.”

Not only does Live Answer Service Metric provide customers with various data on incoming calls and call treatment, but it also ranks such data and offers it in a format through which customers can compare their performance on these fronts with other businesses in their vertical.

### M5's Live Answer Service offers a dashboard to:

- identify abandoned call rates;
- compare results between main lines and employee extensions as well as between their company and others; and
- determine when call volumes spike, how long customers waited on hold, or how frequently customers were forced to leave a voicemail message.

“It’s no secret that people hate it when they try to call a business and are forced to work their way through an auto-attendant labyrinth, only to end up being greeted by voicemail,” says Barbara. “This solution will enable our clients to see the rate at which calls are answered by a live person, and provide information that ensures they impress prospects and deliver on service commitments to their clients.”

A company called LivePerson, meanwhile, focuses specifically on the customer experience as it relates to organizations’ websites.

Robert LoCascio, LivePerson’s chairman and CEO, tells CIS magazine that he decided to establish the company in the mid 90s after seeking assistance from Dell via e-mail through the computer company’s website and never receiving a reply. He decided then that chat was the answer to provide customers with more consistent customer service experiences via websites, he says.

Today, LivePerson is focused not just on helping its customers deliver better service via chat, but on assisting them in using chat and other tools to increase their online sales. This new strategy enabled LivePerson to grow its business from a \$20 million entity in 2005 to a \$135 million outfit in 2011, LoCascio says, adding that five to six years ago its largest customers were investing about a half a million in its products while today its largest customers pay on the order of \$10 million for LivePerson solutions.

LoCascio says conversion rates (the percentage of website shoppers that actually check out and make a purchase online) have been stuck at 1 percent since 1995. But with tools like those provided by LivePerson, he says, there’s now an opportunity to bring them up to 5 or 10 percent.

## Key Coveo 7.0 Features

### Multi-Channel Text Analytics

Integrating high-scale, high-relevance, multi-channel text analytics across the consolidated Coveo Index allows the discovery of related themes and information that can highlight trends before they become issues, enabling more nimble business operations and better customer service.

### New and Updated Connectors

Coveo 7.0 includes two new connectors: Twitter, allowing companies to consolidate customer feedback with product and brand information from the social channel with other enterprise information to identify issues and trends and proactively take steps to resolve them; and JIRA for R&D and engineering. Updated connectors include ODBC for databases and Salesforce.com for CRM and collaboration. Coveo connectors pull information from virtually any system into the unified index and provide superior functionality and integration, including integration with the native security model of each system.

### Self-Optimizing Index

With Coveo 7.0, the unified index continually defragments itself without requiring administrative intervention and reduces the index footprint by 50 percent. This ensures rapid query responses and enables accurate 24x7 access to billions of pieces of data.

### Advanced SmartFacets

Even more intuitive refinement of information is now available in role-based insight consoles by allowing searches within facet values, improved multi-select capabilities, breadcrumbs showing navigation paths and more.

### Multi-Role Administration

Administrator roles can be segmented according to the tasks required for each administrator, resulting in higher security, enhanced governance and improved configuration.

### Java User Interface and Components

Programmers can leverage the Java development language, providing more flexibility for user interface and component development.

### Security Framework

Coveo 7.0’s out-of-the-box security framework increases integration with secure repositories, providing additional flexibility to ensure users access only the content their permissions allow, including the ability to leverage Active Directory and LDAP users and groups to easily access these role-based permissions.

### Additional Language Support

Coveo 7.0 offers support for indexing and searching 45 languages and includes stemming, which automatically broadens search queries by associating additional forms of search terms.





Global Leader in Contact Center Technology

# Maximize Your Results

**ACD**  
**Predictive Dialer**  
**Unified Desktop**  
**IVR**  
**Email and Chat**  
**Social Media**



**altitude**  
**uCI**

**250,000 Users**  
**60 Countries**  
**Since 1993**

[www.altitude.com](http://www.altitude.com) • [callus@altitude.com](mailto:callus@altitude.com)  
877-474-4499





Among LivePerson's newest offers are LP Marketer, which allows businesses to target chats and special offers to end users on a customized basis; LP Insights, which enables LivePerson

customers to analyze chat interactions; and Analytics Driven Engagement, which helps marketers drive conversion rates from advertisements on Google. **CIS**

## NICE Talk about Actionable Intelligence

NICE was founded in 1986 in Israel to address the compliance recording needs of the financial services industry. Today, NICE has approximately 24,000 customers globally, about half of which are in the Americas. That includes such big names as AAA, American Airlines, AT&T, Nationwide, T-Mobile, and US Bank. In the past 25-plus years the company has evolved into three distinct business units: NICE Enterprise, NICE Security, and NICE Actimize. The company's Enterprise Offering enables organizations to impact every customer interaction with targeted solutions for enhancing the customer experience, increasing service-to-sales revenue, streamlining operational efficiency, and complying to policies and regulations. Driven by real-time, cross-channel analytics – including speech analytics, text analytics, feedback analytics, web, and social media analytics – and coupled with real-time decisioning and guidance, NICE Enterprise solutions are implemented by contact centers of all sizes, branch networks, retail stores, trading floors, and back office operations.

CIS magazine recently spoke with Yochai Rozenblat, president of NICE Americas, about actionable intelligence and how it fits into the company's strategy.

### What does the term actionable intelligence mean to you is?

Rozenblat: NICE's mission is to help our clients impact every interaction. We work with our clients to understand how customer interactions relate to business objectives such as driving efficiency, improving customer experience, increasing revenue, or reducing risk. We help them extract relevant insights and drive action to ensure they are addressing customers in a real-time, contextual, and holistic manner. While many software solu-

tions end with the delivery of insights to decision makers/business analysts, our approach is to close the loop and embed insights into business processes.

### What specifically is NICE doing to deliver actionable intelligence to its customers?

Rozenblat: Our solutions are based on a three stage methodology – to capture all customer interactions, transactions and surveys across all channels; analyze this data to reveal insights; and drive appropriate action to both impact interactions in real time, and drive improvements throughout the organization based on the insights. Our core capabilities [that] enable this process [are] multi-channel capture, cross-channel analytics, real-time speech analytics, interaction-based survey, real-time decisioning/guidance, quality management, workforce management, and performance management.

### NICE recently bought Fizzback. Why?

Rozenblat: The Fizzback solution is highly complementary to the NICE offering, and will significantly enhance NICE's Customer Experience Management portfolio and Workforce Optimization offerings. [It will allow us to introduce] a complete Customer Experience Management offering by combining multi-channel capture and cross-channel analysis with Fizzback's real-time multi-channel feedback (direct, indirect and inferred). With the addition of Fizzback, NICE is the first and only vendor to offer all three feedback dimensions in a single platform – the NICE Cross-Channel Interaction Hub. [It will allow us to deliver] VoC-driven Workforce Optimization – operationalizing the VoC by combining multi-channel, event-driven customer feedback with contact center

WFO applications, including quality and performance management, interaction analytics and real-time process optimization. [And it will allow us to add] more touch-points – providing the ability to gather feedback at the point of sale (retail stores, branches, walk-in centers), then view and manage it as part of the overall operational and customer experience picture, complementing NICE's existing capabilities for capturing, analyzing and managing workforce and interactions at the branch.

### What other M&A activities has NICE been involved in to date?

Rozenblat: NICE has continued to expand our impact on organizations by building and acquiring solutions that further the power of interactions. In 2010, NICE acquired eglue, which provided a solution for real-time decisionmaking, agent guidance, and process automation.

### What does NICE have in the pipeline?

Rozenblat: We are working on a major solution in the area of mobile customer service. We expect to be announcing in early 2012.

### If there's just one thing NICE would like the CIS magazine readership to know about what value it brings to the market, what is that one thing?

Rozenblat: NICE is making dramatic strides in the market! We are building aggressively on our legacy in recording and contact center operations to deliver solutions that help companies grow the top line while carefully managing the bottom line. Our domain expertise in customer interactions environments enables us to help improve customer experience in practical, efficient and highly effective ways.



**Contact Center Solutions**



**Voice over IP**



**IVR – Interactive Voice Response and Custom Scripting**



**Call Center, Predictive Dialers and LCR**



**Recording**



**CRM Integration**



**Conferencing**



**Wide coverage of CTI modern requirements**

With more than fifteen years of expertise in the Computer Telephony Integration field, **Mediatel Data Company** has demonstrated a commitment to developing powerful solutions across a variety of business environments, always looking for a successful long term business-to-business relationship.

Using the **Mediatel Data Custom Products** you can move quickly to benefit from up-to-date innovative business communications solutions that meet the evolving demands of the current, challenging market needs.

Supporting the customers before, along and after the sale, Mediatel Data focuses on your assisting with an array of technical support, consulting and training services. This continuous and extended assistance will allow you to rely on our strong expertise and experience in **Call and Contact Center** technology and to focus only on your business needs.

**[www.dialogic.ro](http://www.dialogic.ro)**

**MEDIATEL DATA SRL**

94<sup>th</sup> Turda Street, Bl. 29B, 011332 Bucharest 1, Romania  
phone +40 21 233 45 33 / fax +40 21 233 46 33





## Improving Agent Performance for the Multichannel Contact Center

Call centers aren't what they used to be. Today's customer inquiries come from every direction – from IVR platforms to e-mail, mobile support, chat, and the latest trend: social media.

Multichannel contact centers increase the complexity of an agent's job, but there are only so many hours in a day. Where can centers find time to prepare agents to handle these multichannel challenges?

### It's Still All About the Agent

Despite these trends, the agent is still at the center of the customer experience. The introduction of the Internet presented an opportunity to provide customers with the option of self-service support online. Many believed e-mail and chat would replace call center agents.

Today, this question is back with trends like social media. As centers become more multichannel, how will customers respond? Will agents be able to keep up? How will businesses invest in training and developing agents to handle these multichannel interactions?

In a recent Knowlagent webinar with Forrester Research, Principal Analyst Art Schoeller shared a survey of U.S. online consumers, where 69 percent reported using telephone for customer service support in the past 12 months and the majority being satisfied with their experience. Some 55 percent reported using e-mail for support and 55 percent used online help or FAQs. Keyword searches (29 percent), touchtone IVR (26 percent), chat (19 percent) and online forums (12 percent) were farther down the list of preferred support channels. (To access the webinar visit: <http://bit.ly/mNP9Xb>.)

The message is clear: Consumers prefer to speak to an agent on the phone over other support channels. Even channels such as e-mail and chat have an agent assist element to them. In order to truly serve their customers, businesses must be available to them.

### A New Kind of Agent

As customers choose to engage with businesses in increasingly diverse ways, the agent's job becomes more complex. With unstructured technologies like social media, agents need problem-solving and analytical skills to proactively make decisions. An online service request can result in a cross-sale opportunity that leads to a conversation over the phone.

Agents need training to recognize and effectively respond to these opportunities.

Agent performance impacts a wide range of metrics including first call resolution, customer satisfaction, and customer loyalty and retention. As agents are asked to do more, these metrics are put at risk.

Businesses recognize that training and coaching agents still remain their most important investment, but keeping them motivated and engaged continues to be a challenge. A bigger challenge? Finding time for new training and development in an increasingly complex environment.

### Finding the Time

Roughly 60 percent of an agent's time is spent handling calls. Wait time makes up about 11 percent while shrinkage activities like training and coaching comprise another 12 percent.

Agents spend almost 11 percent of their day waiting for the next call. This wait time typically occurs in two-minute intervals. Believe it or not, these two-minute breaks add up to 5 weeks of the year. This is time that the agent is plugged in, just waiting for the phone to ring.

Thousands of two-minute breaks are not good for the agent, and they are not good for your business. Unproductive wait time costs the industry an estimated \$30 billion per year – a cost that is ultimately passed on to your customers!

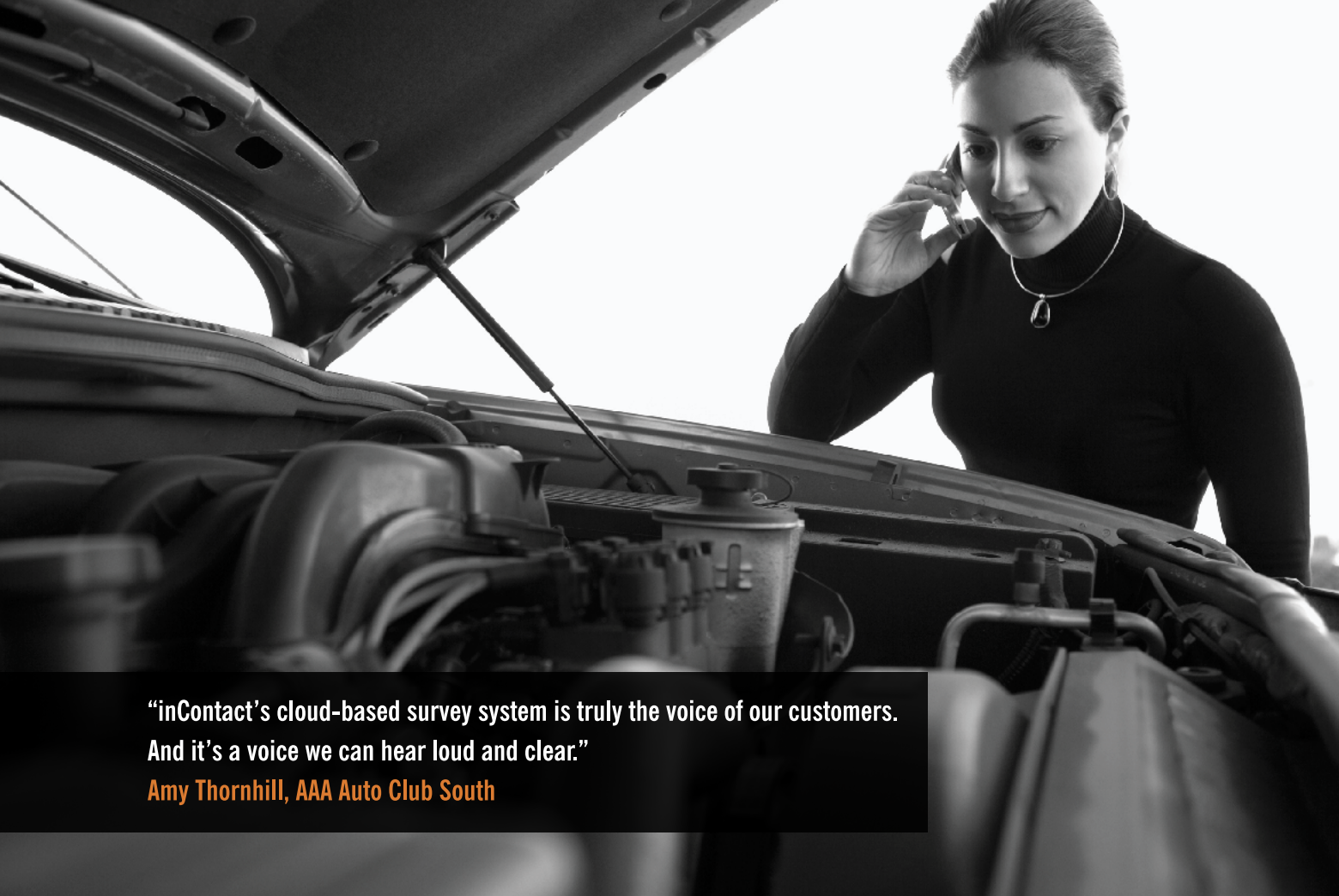
The good news? Technology can find and aggregate these small increments of time to create larger, more usable segments called active wait time. Agents can use active wait time to complete off-phone activities like training, coaching and team meetings – during wait time.

By turning a fraction of those five weeks of unproductive wait time into active wait time, agents can learn the skills they need to be more efficient and effective in a multichannel environment.

In today's increasingly complex world, converting idle time into 10-15 minutes of usable active wait time is just another way for you to improve productivity in your center. This is time you are already paying for – why not redirect it to make your agents better?

### About Knowlagent

Knowlagent provides the only call center software that increases agent utilization by delivering shrinkage activities during idle time. Knowlagent creates active wait time through dynamically delivered sessions for common shrinkage activities between customer interactions. For more information, visit [www.knowlagent.com](http://www.knowlagent.com). **CIS**



"inContact's cloud-based survey system is truly the voice of our customers. And it's a voice we can hear loud and clear."

Amy Thornhill, AAA Auto Club South

## HEAR YOUR CUSTOMERS LOUD AND CLEAR

inContact's cloud-based contact center solutions gave AAA Auto Club South (ACS) the customer insight they needed to make important business decisions. Now, their customers get the products and features they really want and ACS has new opportunities to bring in revenue.

**Learn how you can get results like these.**

[WWW.INCONTACT.COM/CUSTOMERVOICE](http://WWW.INCONTACT.COM/CUSTOMERVOICE) »

**or call 866.965.7227 today.**



THE POWER TO PUT YOUR CUSTOMERS FIRST

ACD | IVR | CTI | Customer Feedback | QM | Recording | WFM | eLearning





## Intelliverse Makes a Comeback with New ION Platform

**I**ntelliverse has been relatively quiet in terms of company messaging for the last three years. But the company recently opened the kimono on its new initiative called ION, which supports all Intelliverse services, including interactive voice response, automated call distribution, and VoIP.

ION, which stands for Intelliverse Open Network, is a service delivery platform based on the service-oriented architecture, which leverages reusable components to enable fast service creation. That enables Intelliverse, a cloud-based hosted communications provider, to customize applications for its enterprise customers without the complexity and high costs of traditional solutions, explains Frank Paterno, Intelliverse vice president of marketing. And Intelliverse can monitor and troubleshoot platform performance before problems occur.

The company, which may be best known as a private-label wholesale VoIP provider, has long had a legacy business of national enterprise accounts to which it provided hosted IVR and voicemail services, says Paterno. Although this business funded Intelliverse's VoIP business, he adds, the company never talked much about it. But now Intelliverse has consolidated under the ION platform the various IVR and other solutions it amassed over the years. ION has been under development for the past three years, and Intelliverse is pushing the message that the company is now an enterprise solutions provider with state-of-the-art capabilities.

The Intelliverse IVR automates interactions between businesses and customers by giving customers phone access to information or resources they need, while using technology to do so in the most cost effective manner for the business, according to the company. Its ACD intelligently routes inbound calls to call center agents based on predefined routing criteria such as time of day, agent avail-

ability, language selection and agent skills, regardless of their locations. And the company says its VoIP solution is a business-class phone service that provides the advantages of an expensive, global phone system – without the need to purchase or maintain phone system equipment.

As noted atop this story, Intelliverse has been relatively quiet in recent years. When we last spoke to the company about three years ago, it was pushing private-label wholesale VoIP. Intelliverse had a successful business on this front, according to Paterno, adding that Covad, New Edge and Qwest Wholesale were among its customers. But market adoption in the small and medium business space for voice over IP was a little slower than expected, and at the time Intelliverse had a restless private equity parent company that was reading a lot about failed companies in VoIP, he said, so The Gores Group was not comfortable focusing on the VoIP market. As a result, Intelliverse, which as of May 2011 is owned by Amvensys Capital Group, decided to put its VoIP efforts in this realm on hold, although Paterno adds that doesn't mean the company is abandoning them.

To facilitate the move in this new direction, Intelliverse did a series of acquisitions in the late 1990s. The purchased resources, along with what Intelliverse already had on hand, resulted in a mish-mash of different IVR and voicemail solutions. Paterno says it was kind of a mess internally, was expensive, and was hard to cross-sell and up-sell between the company's solutions. So Intelliverse decided to build a brand new services platform to house all the services it offers in this realm.

At first the company wasn't sure if it wanted to buy or build the platform, so it settled on a hybrid approach. It didn't need to build a SIP stack or create media server technology – those items existed. So it bought Acme Packet SBCs, a Dialogic Media Server, a BEA (now Oracle) app server, and Oracle databases.

"What we did is we just started writing applications," he says.

Those applications include auto attendant, IVR, survey, voicemail and more. Then it added IP telephony back onto the ION platform. By early 2011 Intelliverse had moved all its customers on to the new ION platform supporting these services. Indeed, Paterno says being able to deliver IP telephony and a broad range of related functionality on a single platform is its special sauce.

"There are ways to use IP telephony as an enabler, as part of an application," he says. "It's like salt – it's not necessarily the main ingredient, but it can make the whole dish better."

Paterno adds that Intelliverse is taking more of an enterprise approach to IP telephony this time around. If the company brings on a call center with its hosted ACD service, for example, now it has to get traffic from the cloud to the call center; that used to require a premises-based solution. Intelliverse is not on premises, he explains, but it is on-net, at least to its data center.

The company's customer target is medium to large enterprise in the U.S., which Intelliverse is reaching via direct sales, as well as businesses abroad, which Intelliverse is seeking service provider partners to reach. In the U.S., Intelliverse is taking a vertical approach, first reaching out to utilities and the energy reseller market and then to the banking space. The global strategy is focused on booming areas such as Brazil, China, India and Saudi Arabia, where businesses could make good use of Intelliverse's scalable services, says Paterno. **CIS**



## An Email Revolution

### Pay for Clicks to Your Website Not Emails Sent.

- Businesses
- Marketing Agencies
- Web Designers
- Ad Agencies
- E-tailers

The pay per click concept has finally progressed to email marketing. Pay Per Visit Email is the first email marketing company that only charges you for results. No matter how many emails you send, you only pay for the recipients who click on a link in your email and visit your website. There is no risk, no contract, and no minimum. Find out today how you can improve your marketing ROI with this innovative concept in email marketing from Pay Per Visit Email.

**PayPerVisit Email** 

Delivering Results, Click by Click | [www.PayPerVisitEmail.com](http://www.PayPerVisitEmail.com) | [Connect@ppvemail.com](mailto:Connect@ppvemail.com) | 1-800-516-7783





## Making Sense of Social Media

**F**acebook, Twitter, LinkedIn...everyone is on them, or so it seems, using these social networks to share their pictures and experiences with friends, family, colleagues, and by extension, the world. But what happens when those experiences are commentary on products or services from your business?

Whether positive or negative, whether a 140-character or 140-word commentary, as a manager or corporate executive, do you want to know what your customers are saying? Should you want to know? And if yes, what is the best way to collect that information, and what do you do with it once you have collected it?

These are questions that should be on the minds of every business manager today. Yet, it's difficult to determine not only how to engage in social media as a business, but even to understand how to begin. Unfortunately, there is little real perspective to be gained from market experience due to the infancy of social media as a business tool.

"There is a lot of hype," notes Christian Goffi, strategic communications consultant and social media global program lead at Avaya. "Businesses understand there is something that needs to be done, but the perception of what social media really entails is still quite limited."

In many cases, businesses build a Facebook page or start a Twitter feed, but get stuck after that. They don't know how to build followers effectively or how to engage their audiences effectively with their outbound social media. Nor do they have an understanding of how to track social media discussions that involve their businesses, or what to do with them if they do somehow track them. They are in the very early stages of social media maturity.

"I am asked quite often about best practices for operationalizing social media," says Andrew Maher, managing principal and strategic communications consulting and social media for Avaya. "There really are none because it's such a new area that is changing very quickly, and businesses have a hard time understanding what effect it will have on their businesses."

Helping businesses identify that impact and how to appropriately address it is one of the major initiatives for Avaya Advisory Services, which has developed a multi-phase process to help guide businesses as they seek to understand social media.

### Social Media Presence

It begins with understanding the current state: Where are we, and what are we currently doing? The answers vary greatly. Some have done nothing. Some have set up Facebook pages to help promote certain initiatives. Some may have assigned specific staff to follow social media mentions. And still others may have disparate groups or individuals within the company engaging or listening on their own. The latter tends to be the most common today.

"There are pockets, little groups within companies, that are creating their own presence and pushing out information," says Goffi. "It's disjointed, it's not coordinated, but it's happening, and they have a presence out there."

One of the reasons there is limited understanding about how to man-



CIS magazine's Erik Linask

age social media is businesses have no control over it. The community at large is able to engage and comment without any input or solicitation from businesses. Nor do businesses have any control over who reads that commentary – it's exposed to the world, and all current and prospective customers.

Thus, while it may be uncoordinated, having an initial presence is important because it means businesses already have people listening and understanding what customers are saying about them. While responses may not be standardized, they are interacting with customers with the intent of providing assistance. If there's anything that can be said about customers, especially dissatisfied ones, the one thing they desire more than anything is recognition of their causes. The first step in managing social media within a business is knowing what is being said, both internally and from your customers.

"Whether you like it or not and whether you push it or not, things are going to be said about you, especially in areas in which you have a recognized brand,"



agrees Goffi. "Listening will allow you to understand where you are from a presence state perspective."

Before businesses can make intelligent decisions about their social media strategy – including whether they even want a formal program – they must build an awareness of the conversations that are already taking place. Without that knowledge, they cannot determine the scope of their opportunities.

### Social Strategy

Awareness is, perhaps, the easiest of the steps in the social media maturity process. What to do next is more complex and requires not only an assessment of the social activity that is already taking place, but also development of social strategy and the impact on personnel and infrastructure. According to Maher, nearly three-quarters of customers he deals with have a minimal presence and need help understanding where social conversations are taking place, and what their customers, business partners, and competitors are doing and on which social channels.

"These really become the drivers of finding a strategy around social media."

Fundamental to that strategy is determining who should be engaging in social conversation and how and, importantly, how it will be utilized in different parts of the organization. Customer service, marketing, IT, and sales will all likely have different social agendas. They all have to be combined into the corporate strategy to allow each group to function independently under a prescribed set of guidelines.

"Setting up the right organizational model is key," says Goffi. "It's not so much a single point of validation or restriction, but teams being built to build uniformity in activities while, at the same time, allowing each entity within an enterprise to retain its own identity."

Often, the instinctive reaction is to have younger employees handle social media. This is a medium born from the younger generation, which tends to be more engaged in their personal lives and understands social lingo and conventions.

## Avaya Advisory Services has developed a multi-phase process to help guide businesses as they seek to understand social media.

Engagement isn't as simple as it might seem. While some groups or individuals may already be listening or engaging to a degree, pulling it into the core operational structure requires coordination, standardization and training. Why?

Social conversations, by definition, take place in public forums, but companies have to be careful of how to handle the chatter they hear. You wouldn't inject yourself into a conversation two strangers are having in a coffee shop, just because they happen to mention your company. Why would you do it in the social space?

This is why corporate strategy is critical. Social engagement can't be faked. It immediately puts your business in the public light, exposing values, culture, and commitment to the world. Social presence must run parallel to the overall corporate presence, which requires development of social strategy in order to understand, build, and convey the business rules that will guide social engagement.

"Once you get into an engaged phase, you start to build intelligence around what is being said, who is saying it, where are they saying it, and how are they saying it," Goffi explains.

But, with an understanding of social channels comes an awareness of their viral nature and the risk factors that go along with that scale. When it comes to corporate messaging, every business group is trained in how to engage customers appropriately, from sales staff to call center agents to media representatives. This most often leads to a more prudent and mature approach, which entails finding the best equipped staff to provide the best answers in the shortest amount of time. The realization is that social is easier to teach than corporate responsibility.

"There's a strong consensus with companies that are considered to be leading edge towards experience over youth when it comes to social response," says Goffi.

### Working with Social Data

So once you've determined who the appropriate individuals are to handle social media and have started the corporate engagement process, what do you do with the information you collect about what's being said in the social cloud?

It's one thing to know there are 2,500 comments that relate to your business or your market segment in a week. It's another to turn those into business intelligence. The next step



in the maturity process is recognizing the need for analysis and determining which interactions should be prioritized for action. Not all social comments require reaction. Most, in fact, should become part of an aggregate data set for deeper trend analysis.

"There's a goldmine of information that can be used to better understand a customer base," says Goffi.

That's not to say individual conversations aren't important – they are. An important part of social analysis includes determining which of the 2,500 conversations make sense for individual response.

"It's still about the fact that individuals are making those comments," adds Maher. "There might be more to the story, so you need to analyze and potentially respond."

It's a massive undertaking, and the truth is the majority of individual mentions that end up warranting response tend towards the negative. While it is a natural defensive mechanism, identifying and reacting to individual negative sentiment

Aura Contact Center, Social Media Manager integrates relevancy analysis that identifies critical social mentions and turns them into actionable customer service tickets that are routed to the appropriate representative with all relevant information.

That includes contextual detail helping agents respond more quickly and effectively. Context can mean identifying existing customers and their history, people's social history and followership, and other details that help drive business intelligence.

It's also integrated with the relevant social media platforms, allowing reps to use the interface with which they are already comfortable, but then respond via the customer's preferred social outlet. Both remain in their own comfort zone, helping to induce a positive interaction.

### The Social Imperative

There are hundreds of millions of social users in the world that are making comments every day, many of which

---

## An important part of social analysis includes determining which of the 2,500 conversations make sense for individual response.

---

shows a proactive attitude and, more importantly, a desire to help customers. By taking the appropriate actions, companies have the potential to quickly turn detractors into advocates. And that's what social media is really about today – building an advocacy base.

"It's about customer service and handling the individual right and then measuring reaction on the back end," says Goffi. "Social media really is about individual management of customer experience."

### Social Technology

This is where technology comes in. While the interactions are human-initiated, much of the analysis and routing work can be automated and integrated into other customer service infrastructures.

Avaya has developed a text processing engine that understands the social language and helps identify what's happening in the social channel. Tightly integrated into Avaya

might be relevant to an organization. There are also a wide range of tools available to help manage business social activity. Does that mean every business needs to engage in social media? Not necessarily. But, every business should, at the very least listen to what is being said and evaluate those conversations to determine whether they should implement a social media strategy.

"It's like shooting fish in a barrel," says Maher. "They may not want to be in social media, but their customers have brought them there. Every business needs to have some position, even if that position is 'I'm not going to participate,'" says Maher. "They need to have an understanding of what is relevant to them, just as they do when they decide to offer e-mail access or 800 numbers."

"Every company needs to assess the situation and determine what they want to do," adds Goffi. "The value may not be as apparent now, but it may be there in the future, so it's important to have that awareness. That exercise does need to happen." **CIS**



# 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*



**Voxeo ([www.voxeo.com/partners](http://www.voxeo.com/partners))** in December announced the launch of Voxeo Connect, a new global channel program that positions resellers and system integrators to capitalize on companies' increased interest in improving the customer experience and the market for contact center technologies. That market is expected to eclipse \$7.6 billion in 2012, according to the company. Voxeo Connect includes a newly launched Partner Portal, Certified Partner Program and resources to provide partners with additional revenue streams and a significant competitive edge in the automated interactions, contact center and unified customer experience markets. "Voxeo is a very partner-friendly organization that has established itself as one of the premier providers of multi-channel platforms supporting self-service and proactive applications in the cloud and on-premise," says Daniel Hong, lead analyst of customer interaction at Ovum. "Companies searching for a partner to help underpin their solutions in customer experience would be well-served exploring a relationship with Voxeo."

**Convergys Corp. ([www.convergys.com](http://www.convergys.com))** recently revealed that the Jamaican Government has plans to open the first Convergys Jamaican contact center. The center will be located in Montego Bay, and will employ nearly 1,000 people when fully staffed. The Jamaican government strongly supports its BPO industry as part of its economic growth plans, and Montego Bay is the country's hub for BPO providers, where most of Jamaica's 30-plus BPO companies currently operate. "We are delighted to be opening our first contact center in Jamaica," says Andrea Ayers, president and COO of Convergys' Customer Management business. "We believe this center will benefit not only Jamaicans with attractive jobs, but also our clients with a new option for near-shore, agent-assisted English-speaking customer service, including traditional phone, e-mail, and chat support."

St. Croix Orthopaedics has selected **Interactive Intelligence Group Inc.'s ([www.inin.com](http://www.inin.com))** enterprise IP telephony software suite, Customer Interaction Center, for use throughout its organization. The organization is deploying CIC to replace an end-of-life Inter-Tel system. "We looked at a wide variety of communications systems during our evaluation," says St. Croix Orthopaedics CEO Melanie Sullivan, Ed.D. "We selected CIC based on its broad feature set, reporting capabilities, and single-platform software architecture for ease of administration." The com-

pany purchased CIC from Interactive Intelligence reseller Computer Integration Technologies, which has been a St. Croix Orthopaedics IT partner for more than 13 years.

**Aspect ([www.aspect.com](http://www.aspect.com))** recently announced updated validations of AMC Technology's Aspect Unified IP 7 CRM Connector to include the latest releases of Oracle Siebel and SAP Customer Relationship Management. This is significant for Aspect in that this allows contact centers to deliver on the increasing importance of managing customer relationships, and it doesn't require major changes in existing environments. "The partnership between Aspect and AMC Technology allows companies to harness the combined power of their CRM business applications and Aspect contact center solutions to execute a customer contact strategy that delivers powerful business results," says Serge Hyppolite vice president of product management at Aspect. "Delivering proven integrations with leading CRM applications such as Siebel, SAP, Salesforce and Microsoft Dynamics, is increasingly important to our customers since they give contact center agents the customer intelligence to drive more informed interactions that enhance customer relationships and brand."

**Zultys ([www.zultys.com](http://www.zultys.com))** recently took the wraps off a new contact center management tool called the MXIE SuperView. The MXIE SuperView, which is integrated with the MXIE Unified Communications client, provides a view of agent productivity, queued and active calls, call wait time, threshold alerts, and more. That includes data on the number of active calls; the longest wait, talk or hold time; and the number of calls in a queue (all information is updated in real time); a snapshot of group-level statistics such as total agents logged in and available and group call totals for a given time period (whether answered, abandoned or overflowed to voice mail); the ability to monitor individual agent activity, including the number of inbound or outbound calls handled, the agent's average and total talk time and hold time, and the agent's status (available, not available, etc.) and how long the agent has been in that state; and automatic, configurable, color-coded alerts that draw immediate attention to issues like unusually long wait times.

**UserVoice ([www.uservoice.com](http://www.uservoice.com))**, makers of tools for managing customer support and feedback, is launching a new reporting tool for businesses using its Instant Answers



service. The service allows companies to automatically connect their help requests to available Knowledge Base entries to provide an immediate answer to incoming queries. With the reporting tool, those companies will now be able to tell how effective their Knowledge Base is at providing those answers to their customers. According to UserVoice, sending customer inquiries to a Knowledge Base can save on average \$4 and 7 minutes of support time for each help desk ticket the KB entry can help resolve.

The recent economic downturn in Europe, Middle East and Africa exerted a significant restraining effect on the sales of agent performance optimization tools in the contact center market. This situation prevailed in the core segments of the market – quality monitoring/call recording and workforce management software – as well. The market is now slowly recovering with projections for future growth. That's according to the **Frost & Sullivan (www.contactcenter.frost.com)** report Contact Centre Systems Markets in EMEA. "The decline in APO tools mirrored a similar decline in the automatic call distribution market, to which APO sales are strongly linked," elaborates Frost & Sullivan Senior Industry Analyst Suvradeep Bhattacharjee. "The decline can also be attributed to the historical resistance to recording and WFM in the major EMEA countries, especially Germany."

A company called **generationE Technologies (www.socialitpa.com)** now offers the Resolve Event Automation Management solution, which is aimed at helping telcos and wireless providers infuse new levels of intelligence and collaboration into network operations centers and customer care processes. Resolve leverages advanced automation and social networking technologies to improve mean time to resolution and achieve increased NOC efficiency, automating hundreds of routine operational tasks. It diagnoses, triages and remediates critical issues impacting service delivery and is designed to save organizations thousands of hours each year while also improving customer service. "Resolve EMA fills a market void left by existing event management systems, which lack the automation and intelligence to group, process and immediately take action on issues that can hinder productivity and negatively impact innovation," says Casey Kindiger, CEO of generationE Technologies. "Using our leading edge Resolve platform as a foundation, and leveraging our extensive experience with network engineering groups, we're reducing the amount of human interaction required

for effective event and incident management, while setting new standards for MTTR and operational efficiency."

**M5 Networks (www.m5.net)** has released M5 Connect for Salesforce version 4.0. M5 Connect for Salesforce.com, which is part of M5's family of products for sales productivity and effectiveness. The new version introduces support for the Google Chrome browser as well support for the latest versions of Internet Explorer and Firefox.

"Even in this digital age, the telephone system is still the primary tool for bringing sellers and buyers together. Our Salesforce.com integration maximizes the value of each call," says Brent Barbara, vice president of innovation and integration for M5 Networks. "People rely on Salesforce.com because it gets results and puts the focus where it belongs, on sales and service, not administration. We share this philosophy."

**C3/ContactCenterChannels (www.c3connect.com)** has named Tony Macaione senior vice president of finance and chief financial officer. Most recently CFO at Bijoux Ternier LLC, Macaione has a career spanning more than 26 years, with experience as CFO for both public and private-equity-backed companies in the telecommunications infrastructure, network services, manufacturing, distribution and wholesale/retail industries. His addition comes at a time that C3 is seeing great growth. The company in the last year opened five facilities in the United States, a high capacity facility in the Philippines, and a new European operations center in Bulgaria, to support new contacts and expanded operations.

**Calabrio Inc. (www.calabrio.com)** has established a formal Calabrio User Group targeting its workforce optimization software customers. The group held its first meeting Nov. 7 - 9, in Nashville. "We are pleased to support a formal organization of our workforce optimization software customers," says Tom Goodman, president and CEO of Calabrio. "It is essential to our success and the success of our customers that we work together to evolve our solutions to offer fresh ideas that meet real needs and support our customers' ability to remain fast and flexible in this dynamic industry. The goal of the Calabrio User Group and other collaborative forums is to engage in robust exchanges with our customers to stay in touch with their goals and challenges, and understand how we can propel their businesses forward in an easy and flexible way." For more information, go to [www.calabrio.com/community/usergroup/](http://www.calabrio.com/community/usergroup/).





## IvyTalk Spreads the Message

If you run an organization in which everybody is not on e-mail, you probably know just how difficult it can be to reach your employees quickly and easily should an urgent matter arise. However, a new company called IvyTalk – whose founders have roots in the cellular service provider and software worlds – aims to make it easier for businesses to communicate with their own employees, as well as with their customers and their suppliers.

The Redmond, Wash.-based company does that by enabling two-way conversations via a variety of mediums – including e-mail, Facebook, mobile applications, pagers, SMS short code, long code, and web interface – and allowing for the people on the different ends of a communication to use the mode of their choice, even if that's a different mode from the one on the other end. This is delivered as a SaaS-based offer for which organizations can pay monthly or annually.

IvyTalk CEO and founder Mary Jesse says to offer e-mail and voicemail used to be sufficient, but now end users are demanding a wider array of options – including mobile ones – in how they can communicate.

The company is targeting its solution at hospitality, retail, utility and emergency services applications. For example, a large grocer uses the solution to reach out to its employees in the event of an emergency, such as when its stores get flooded, which is not an uncommon occurrence, Jesse explains.

Although IvyTalk launched this fall at the CTIA show, the company already serves more than 5,000 users, and it's ramping up sales in its target verticals, says Jesse, who in the past has served as an executive at pioneering cellular company McCaw and then AT&T Wireless. While IvyTalk is initially working directly with enterprises to really understand their needs, the goal is to have channel partners in each of the verticals it targets.

"We want to be the Intel inside" and not have a large sales force, she says.

IvyTalk, which employs about 17 people, got its initial funding from angel investors. In mid December the company had expected to close its first round of funding by end of 2011. **CIS**

by Paula Bernier

## Arcaris 'Gamifies' the Call Center

How do you engage call center workers and get them to give the job their all? The answer, according to Arcaris, is to make work like a game.

The company's SaaS-based call center solution, Playcall, does this by using game dynamics to allow customer contact center managers and reps to track their performance and the performance of their peers on leaderboards, and to create and view achievement boards, says Oscar Giraldo, Arcaris founder and CEO.

"It's like a mission," says Ariel Cordivola, chief product officer of Arcaris.

The Arcaris service also offers a platform through which call center managers and

other business leaders can reward badges to outstanding workers and send warnings to those who are not meeting expectations.

The company, which started out about a year and a half ago in Chile with a click-to-call platform, recently moved to Silicon Valley and introduced this social call center contact service to select customers. The company in December told CIS magazine that it was looking for some customers in the U.S. to prove out the success of the new platform.

Giraldo and Cordivola believe that these types of services and concepts are the wave of the future. And they say they're not alone in this thinking, pointing to a recent article in which Facebook CEO Mark Zuckerberg is quoted as commenting: "We think every industry is going to get fundamentally rethought and redesigned around people. There is an opportunity over the next five years or so to pick any industry and rethink it.

"It can't be some lightweight layer, built on top of something else," Zuckerberg continued. "The companies and services that are built from the ground up to be social will have an advantage." **CIS**

# The World's Premier “Pure” SIP/VoIP Based Call Recording Platform

**SIP Print enters the Call center market with the most affordable call recording product in the world ~ Now with Quality Assurance and Screen Capture**

Today's competitive landscape necessitates that businesses do whatever is within their power to improve performance, while complying with state and federal mandates and regulations. That's why many businesses have already deployed company-wide call recording technology. Call recording helps ensure regulatory compliance, enhance training and development capabilities, increase customer satisfaction, limit legal liability, and provides a record of audio transactions for clarity and continuity of operations.

The Call Recording Community is your resource for call recording solutions for businesses of all sizes, including SIP Print's SIP-based call recording appliance, a system-level call recording solution for today's VoIP phone systems.

- ~ Breaking News
- ~ Feature Articles
- ~ Call Recording Blog
- ~ Real-world Use Cases
- ~ Product Demos
- ~ Partner Spotlights
- ~ Expert Commentary

**<http://call-recording.tmcnet.com>**

Powered By:





# The Case for Remote Agents

Changing customer expectations require new ways of providing customer service. Companies are finding that using remote agents allows them to be more flexible, recruit highly-skilled agents, and save money. Technology exists to enable any company, of any size, in any geographic location, to utilize remote agents – it can require as little as a high-speed Internet connection, a computer, a phone, and a quiet environment (the last requirement may be the most challenging).

There are obviously many benefits to companies that utilize remote agents. Why build a new call center facility when you can let agents work out of their homes? Global companies that want to have local agents interact with customers but cannot afford to build or staff contact centers in each region where they operate can use remote agents to serve an international customer base without having to make a huge or unnecessary investment. According to numbers from ITAC, the telework advisory group for WorldatWork, remote agents can save companies \$25,000 per teleworking agent when compared to traditional staffing alternatives.

One of the fastest ways to lose a customer is to respond to them with a recorded message saying, “For customer service, please call back between 8 and 5 Eastern time.” Deploying remote agents in various parts of the world and in different time zones can help support an organization’s follow-the-sun strategy, providing customer service and support regardless of time of day or day of week. Many workers are willing to work from home at night and on weekends, so coverage can be expanded without even leaving the time zone.

Business continuity is also ensured. Whether it’s an earthquake in China, a volcanic eruption in Norway, or snowstorms in the U.S., enterprises no longer have to worry that their contact center operations will be endangered if agents can’t get to the office. By having remote agents working from their homes around the country or around the globe, organizations can be assured that operations will continue smoothly.

Perhaps the biggest benefit is the ability for companies to hire the best talent, regardless of location. Agents don’t have to be near a central location, and skilled agents in rural areas and small towns can easily get on board. The agent talent pool can be increased to people who may not otherwise be able to commute to a specific location or work full time, such as parents, students, disabled workers, retirees, and more.

There are obvious benefits for agents who work remotely as well. In today’s hectic society, smart companies are doing what they can to help employees manage their work-life balance. Contact center managers have reported that agents who work at home are generally more satisfied with their jobs and appreciate the flexibility of being able to work remotely, in work shifts that fit in with other responsibilities.

Yet despite all of the benefits, many companies have been reluctant to use remote agents for several reasons, which can be overcome by the use of current technologies. Some managers and executives believe that most agents require in-person supervision, and they may perceive this as a loss of control. While that may have been true in the past, with today’s reporting, monitoring, and workforce optimization tools, supervisors can observe agent performance without having to look over their shoulders. According to Sally Hurley, president of VIPdesk, “Most managers in centralized contact centers don’t physically look around the room to see who is on the phone, they use software to determine agent usage and performance. The same is true for a virtual operation. We rely on technology dashboards to monitor schedule adherence, utilization and overall performance. As such, we are using the same management tools.”

Security is another issue that can be overcome by using the right technology and procedures. In addition to taking necessary network security precautions, companies can lock down a designated computer for company use only, or provide a thin terminal client. Tools to ensure information security and confidentiality are required, guaranteeing that data is not leaked due to malware.

Perhaps not surprisingly, some of the biggest challenges in using remote agents have less to do with the technology and more to do with personal or personnel issues. Again, today’s tools and technologies are coming to the rescue. Social software is great not just for connecting with your old high school buddies, but with work colleagues as well.

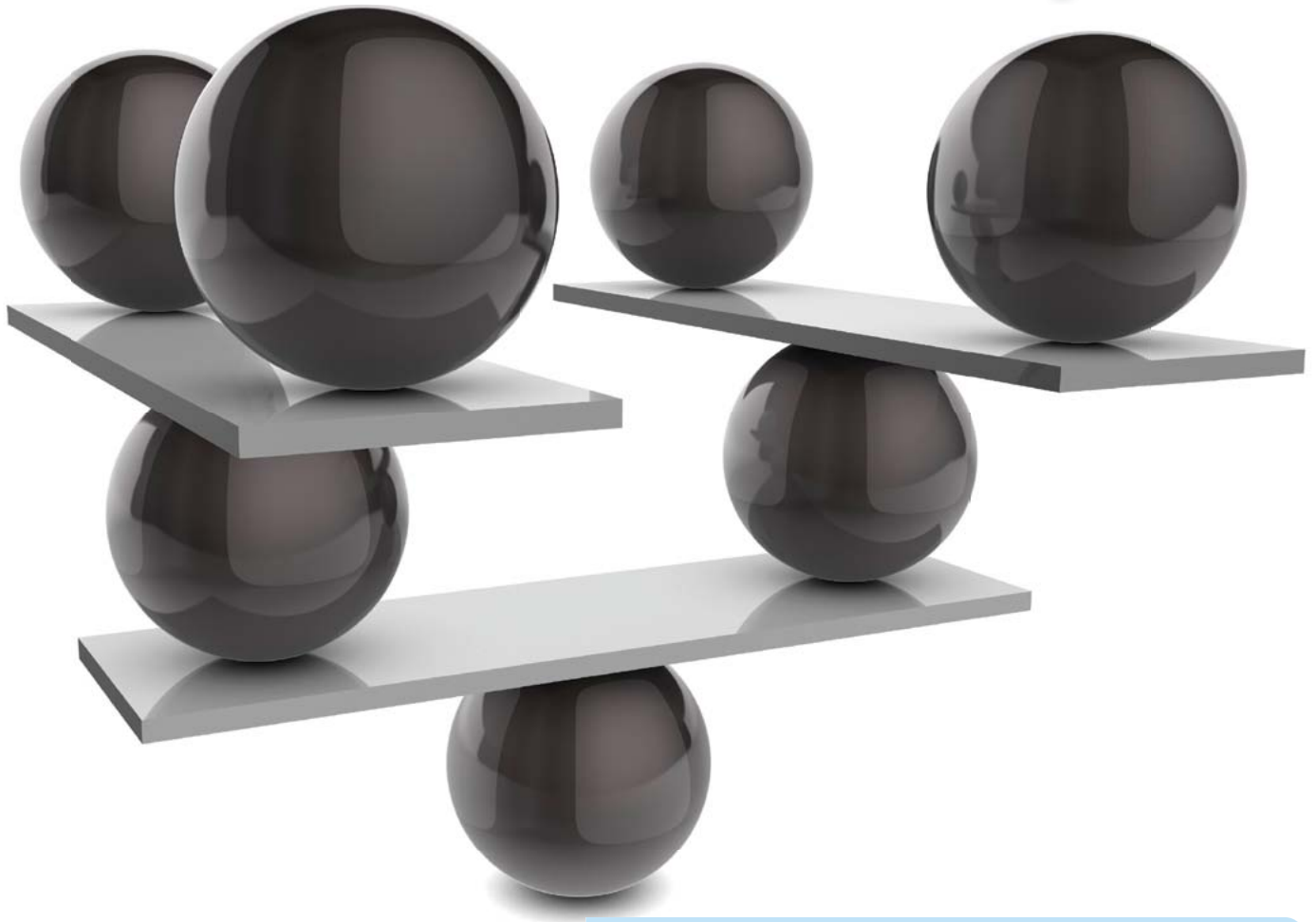
Outsourcer VIPdesk uses webcasts and social media tools such as chat rooms that allow its agents to see colleagues’ photos and presence status, helping the remote agents feel engaged and connected. UC tools such as chat and videoconferencing can help remote agents feel connected and less isolated, and allows the supervisors better visibility into how their remote workers are doing.

New ways of accessing remote agent capabilities, such as via hosted solutions, make it easier for agents to access the technology capabilities they need, regardless of where they are located. Whether it’s a phone call, an e-mail, or a web chat, all customer interactions can be handled by remote agents in any location. Don’t be afraid to expand your workforce to utilizing remote agents – they’ll thank you, and your customers will thank you. **CIS**

*Blair Pleasant is president and principal analyst of COMMfusion LLC ([www.commfusion.com](http://www.commfusion.com)), and co-founder of UCStrategies.com ([www.ucstrategies.com](http://www.ucstrategies.com)).*



# 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)



## Fast, Cheap or Good – Pick Two?

In the past, picking two was good enough, but today's demanding consumers expect all three. In these times of tight budgets and entitled customers, how can we add real value to each customer interaction?

Leverage data to create customer intimacy. This is not just recognizing gold customers, but asking how I like the sweater I ordered from you, or how my recent stay at your hotel was.

Make life easier for customers. If you e-mail a shipment confirmation, include a link for package tracking – don't make me copy and paste it into a browser. Don't force me to fill out then print an e-mail form and mail it to you. Send me reminders or special offers that are tailored to me (opt in, of course).

Personalize the experience, whether it's a web session, in an IVR or with a human. Use history, memory and knowledge to get informed about the customer and how he or she likes to be served.

Meet customers where they are. Today, that means mobile web, Facebook and Twitter as well as a host of more traditional channels. Not being accessible on customers' channel of choice will cost you in loyalty.

Ensure self service is well designed, robust and seamless. For many companies, automation is often a customer's first choice for contact.

Blend high tech and high touch. Gather some data (this may be customer ID, customer routing, or more detailed information like the start of an order or reservation) using automation, then transfer me to an agent to complete the transaction.

Improve response time by closely examining your processes to identify where you can eliminate handoffs, reduce cycle times or automate.

Act on feedback you receive from customers and acknowledge their input. If I take time to give you feedback, I don't want to see my comments go into a black hole. **CIS**

*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.*

### The award-winning **Spanish language call center** **FOCUSED SOLELY ON THE U.S. HISPANIC MARKET**

INBOUND & OUTBOUND CALLS  
CUSTOMER SERVICE  
LEAD GENERATION  
ANALYTICS  
& REPORTING TECHNOLOGY  
MOBILE & LIVE CHAT  
INTERACTIVE TEXT  
SOCIAL MEDIA  
& MONITORING

**ListenUp**  
**Español**  
*Delivering  
Awesomeness*



SCAN TO GET A PAPER ON  
THE U.S. HISPANIC MARKET



Electronic Retailing Association  
ERA U.S. HISPANIC COUNCIL

**Inc.500**  
**Inc.5000**



# 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®





# Driving Customer Loyalty in a Mobile World

In the last few months, we all watched as the mobile world rode out a roller coaster of announcements and technology glitches. It all began with the release of the iPhone 4S and Siri, which were met with mixed reactions yet high demand by consumers; then the RIM/BlackBerry outage that affected thousands of smartphone users; finally, the data problems with the iOS 5 software updates took hold of the media and consumers. One overarching issue that resonated: the need for quality customer service.

In today's competitive service provider marketplace, consumers have more choices than ever when it comes to selecting a vendor for their mobile phone, Internet or cable/satellite services. With these providers becoming increasingly equal in terms of price point and technology, customer service has become the differentiator that often sets providers apart. In fact, we recently conducted a survey with Echo Research of more than 1,000 smartphone users to gauge the importance they placed on customer service as well as the expectations they had for their service providers. The results showcase both the positive and negative effects poor customer service can have on service providers.

For example, two thirds of consumers would be willing to spend more money with their service provider if they consistently received exceptional customer service. However, three in five consumers stated it would take only two or three instances of poor customer service from a mobile phone, Internet or cable/satellite TV service provider before they would consider switching providers. Nearly one in five would consider switching providers immediately after an initial poor customer service experience.

There's no doubt that consumers' demands are high. For service providers to stay competitive and drive customer loyalty, they need to focus on the things that matter to their customers.

## Meet Customers Where They Want

Consumers' expectations are constantly changing, and they have varying expectations for the channels in which they are served. Our study found that more than half of the respondents used up to 10 mobile applications on a daily basis. Furthermore, 50 percent would be open to using a mobile customer care application before contacting the contact center for help. In addition, another 56 percent would prefer to use a mobile application instead of calling the contact center. As

adoption of smartphones grows along with use of mobile apps, service providers need to begin putting resources behind developing these applications to meet this demand.

## Utilize All Your Resources

If you create a customer care website, make sure you are taking advantage of all its functionality. Provide visuals, video, chat capabilities, etc. The same applies to a mobile application. A smartphone is both a computer and a phone so make sure to tap into its full power and capabilities. Provide various options for the user to search, including talk, touch and text – which will make the mobile application both easy to use and most valuable to the consumer. Also, offer options to leverage information from all channels for the consumer to access – offer them the chance to go to a website, an application, chat with an agent, or call to an agent.

## Communicate, Communicate, Communicate

Every company will experience a technology glitch or customer care issue. It is not a matter of if it will happen, but how you handle it with your customers that will matter most to them in the end. Most customers will accept a problem if they are not surprised. Be proactive with your communication. Don't hide from the issue; rather, tell customers there is a problem, keep them informed of the progress, and then tell them when it is resolved.

## Don't Hide Behind Technology

Many service providers have systems in place that offer an automated menu to solve problems when consumers call into the contact center. While these systems can be useful in allowing consumers to quickly address their needs, give the human touch and make it easy for them to reach someone if they have a problem – or if they simply prefer this method of communication.

## Make It Seamless

No one wants to go to call an automated system to start solving a problem only to have to call the contact center and start over again. Nor do they want to be on a mobile application and have to search for a number to reach a live agent. Use technology to your advantage to ensure a seamless experience that remembers the history of the consumer and makes self-service options intuitive.

For service providers, customer loyalty and retention has never been more important. Simply put, keeping an existing customer carries a much lower cost than acquiring a new one. Now is the time for service providers to get ahead of the curve and find new ways to create unique and positive customer experiences. Your customers will thank you for it. **CIS**

*Scott Kolman is senior vice president of marketing for SpeechCycle (www.speechcycle.com), a customer self-service solutions provider.*

Starting at  
**\$5995\***  
[www.majuda.com/offers](http://www.majuda.com/offers)

# Introducing

## The next generation IP Call Recording Appliance



Contact us now to schedule a demo and to find out how Majuda Voice can assist your organisation to increase its effectiveness in recording and monitoring customer telephone interactions.

Tel 1-888-9MAJUDA | Tel (Int) +1-561-981-0119 | 2255 Glades Road, Suite 324A, Boca Raton, Florida, USA, 33431  
Email [info@majuda.com](mailto:info@majuda.com) | [www.majuda.com](http://www.majuda.com)

\* Special limited time offer of standard SiP10 Appliance.





# TMC, Customer Interaction Solutions Magazine Congratulate CIS Product of the Year Award Winners

Customer Interaction Solutions magazine and its parent company, TMC, are proud to announce the winners of the CIS Product of the Year Awards.

The below list includes the winning companies and products selected by a panel of judges led by Erik Linask, TMC's group editorial director. **CIS**



## WINNERS

**ac2 Solutions Inc.**  
([www.ac2solutions.com](http://www.ac2solutions.com))  
Advanced Workforce Optimization Portal

**Allegiance Inc.**([www.allegiance.com](http://www.allegiance.com))  
Engage Platform

**Alorica** ([www.alorica.com](http://www.alorica.com))  
Alorica Analytics  
Helix by Alorica

**Altitude Software** ([www.altitude.com](http://www.altitude.com))  
Altitude Unified Customer Interaction Suite

**AMC Technology LLC**  
([www.amctechnology.com](http://www.amctechnology.com))  
AMC Multi-Channel Integration Suite

**Angel** ([www.angel.com](http://www.angel.com))  
Angel Virtual Call Center on Force.com

**Assistly** ([www.assistly.com](http://www.assistly.com))  
Assistly

**Cicero Inc.** ([www.ciceroinc.com](http://www.ciceroinc.com))  
Cicero XM Enterprise

**Clear C2 Inc.** ([www.c2crm.com](http://www.c2crm.com))  
C2CRM

**Confirmit** ([www.confirmit.com](http://www.confirmit.com))  
Confirmit Horizons Version 16 and Feature Pack

**ContactPoint LLC**  
([www.contactpoint.com](http://www.contactpoint.com))  
LogMyCalls

**Coveo** ([www.coveo.com](http://www.coveo.com))  
Coveo Insight Solutions for Customer Service

**Cross Country Automotive Services**  
([www.crosscountry-auto.com](http://www.crosscountry-auto.com))  
Roadside Connect

**Cyara Solutions**  
([www.cyarasolutions.com](http://www.cyarasolutions.com))  
Cyara Outbound

**Enghouse Interactive**  
([www.enghouseinteractive.com](http://www.enghouseinteractive.com))  
Enghouse Interactive – Syntellect CIM  
(Customer Interaction Management) 8.0  
CallRex Quality Management Suite  
Intuition Enterprise  
CosmoCall Universe 6.0

**Enkata** ([www.enkata.com](http://www.enkata.com))  
Customer Journey Cloud Suite

**ePath Learning Inc.**  
([www.epathlearning.com](http://www.epathlearning.com))  
ePath Learning ASAP

**ethosIQ LLC.** ([www.ethosiq.com](http://www.ethosiq.com))  
Customer Engagement Platform

**Evolve IP** ([www.evolveip.net/](http://www.evolveip.net/))  
The Evolved Call Center Queue  
Management Dashboard

**Evolv-on-Demand** ([www.evolveondemand.com](http://www.evolveondemand.com))  
Evolv Foresight

**GlobalEnglish Corp.**  
([www.globalenglish.com](http://www.globalenglish.com))  
GlobalEnglish Suite

**Hold-Free Networks**  
([www.holdfree.com](http://www.holdfree.com))  
Hold-Free

**inContact** ([www.incontact.com](http://www.incontact.com))  
Plugin Agent

**Jacada Inc.** ([www.jacada.com](http://www.jacada.com))  
Jacada WorkSpace Agent Desktop

**KANA** ([www.kana.com](http://www.kana.com))  
SEM Experience Analytics

**KnoahSoft** ([www.knoahsoft.com](http://www.knoahsoft.com))  
Harmony

**Leads360** ([www.leads360.com](http://www.leads360.com))  
Dial-IQ

**Lionbridge** ([www.lionbridge.com](http://www.lionbridge.com))  
GeoFluent Chat

**LiveOps** (<http://liveops.com>)  
LiveOps Multichannel with Intelligent Routing

**LivePerson** ([www.liveperson.com](http://www.liveperson.com))  
LivePerson Open Chat

**LiveVox Inc.** ([www.livevox.com](http://www.livevox.com))  
Cloud Contact Center

**Magnetic North**  
([www.magneticnorth.com](http://www.magneticnorth.com))  
Optimise OnDemand v.4.5



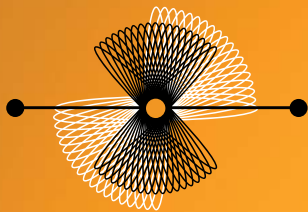
# Contact Center Solutions



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

**Log On Today!**

A Global Online Community sponsored by:



**INTERACTIVE INTELLIGENCE®**  
Deliberately Innovative

Powered By:





## AWARDS & Recognition

### Marketo ([www.marketo.com](http://www.marketo.com))

Spark by Marketo

### Maximizer Software

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

Maximizer CRM 12

### Mediatek Data SRL ([www.dialogic.ro](http://www.dialogic.ro))

MediaCallCenter

### Mitel Networks ([www.mitel.com](http://www.mitel.com))

Mitel Contact Center Version 6.0

### Moxie Software ([www.moxiesoft.com](http://www.moxiesoft.com))

Spaces by Moxie

### NCO Group ([www.ncogroup.com](http://www.ncogroup.com))

Why Customers Call

### NICE ([www.nice.com](http://www.nice.com))

NICE Customer Experience Business Solution

NICE Back Office Suite

### Noble Systems Corp.

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

Noble Cloud EC

### OAISYS ([www.oaisys.com](http://www.oaisys.com))

Tracer

### Open Wave ([www.open-wave.com](http://www.open-wave.com))

ShiftTrack Mobile

### Pegasystems ([www.pegasystems.com](http://www.pegasystems.com))

Customer Process Manager (CPM)

### prairieFyre Software Inc.

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

prairieFyre Contact Center for Microsoft Lync

### Radish Systems LLC

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

ChoiceView

### Sage ([www.sagecrm.com](http://www.sagecrm.com))

Sage CRM v7.1

### Sennheiser Communications

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

DW Pro1

### Siemens Enterprise Communications

([www.siemens-enterprise.com/us/](http://www.siemens-enterprise.com/us/))

OpenScape Cloud Contact Center

OpenScape Contact Center Customer

Collaboration Solutions

### Smart Action Co.

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

Smart Call Agents

### Star2Star Communications

([www.star2star.com](http://www.star2star.com))

StarCenter 1.4

### SugarCRM ([www.sugarcrm.com](http://www.sugarcrm.com))

Sugar Ultimate

### TeleFinity ([www.tele-finity.com](http://www.tele-finity.com))

Infinity

### Telerx ([www.telerx.com](http://www.telerx.com))

PulseCheX

### TelStar Hosted Services Inc.

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

TelStar Hosted powered by Vocalcom

### TelStrat ([www.telstrat.com](http://www.telstrat.com))

Engage Quality

### The Plum Group ([www.plumvoice.com](http://www.plumvoice.com))

Floodlight

### Tigerpaw Software

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

Tigerpaw Software v11R2

### TOA Technologies (<http://toatech.com/>)

ETAdirect

### USAN ([www.usan.com](http://www.usan.com))

USAN IVR

### Varolii ([www.varolii.com](http://www.varolii.com))

Varolii Healthcare Enrollment

### Verint Systems ([www.verint.com](http://www.verint.com))

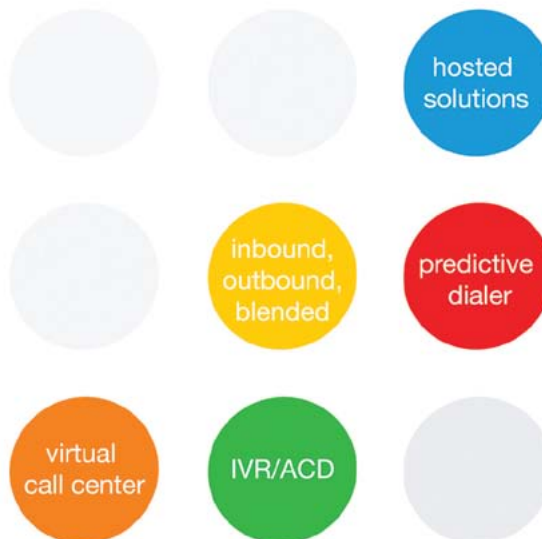
Verint Enterprise Workforce Management

### Vivisimo ([www.vivisimo.com](http://www.vivisimo.com))

Customer eXperience Optimization (CXO)

### VXI Global Solutions Inc. ([www.vxi.com](http://www.vxi.com))

Vision Suite

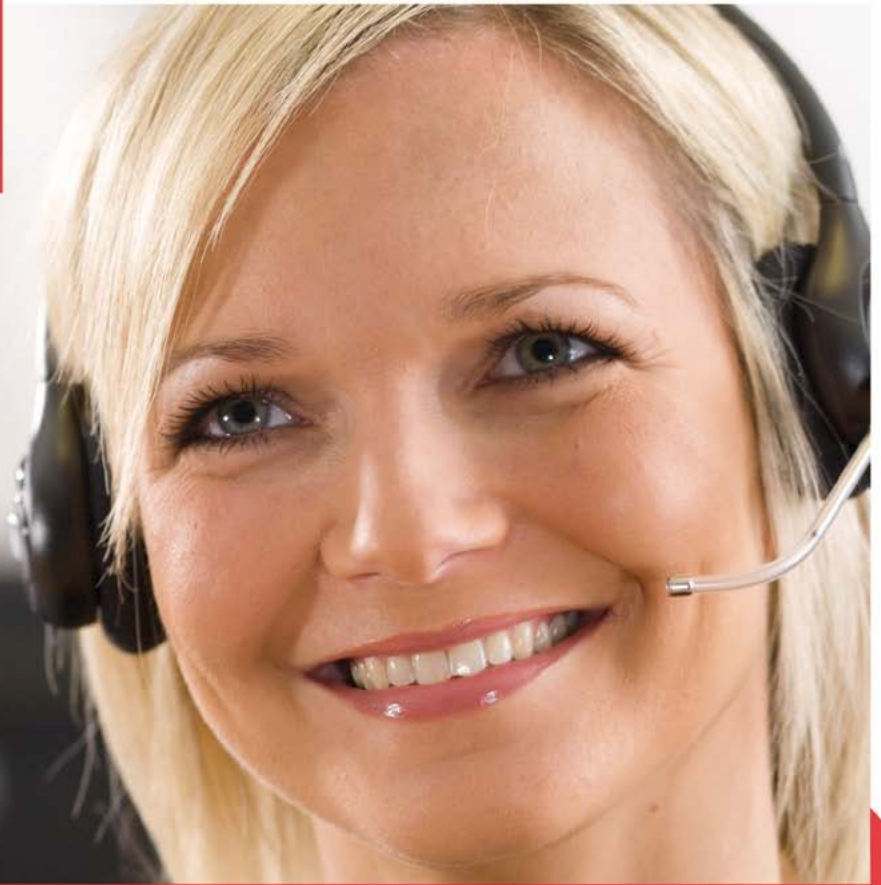


contact center solutions  
you need to **create.**  
**manage.**  
**succeed.**

 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)**.

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





# Building Better Business Relationships, One Call at a Time

**L**KQ Corp. recently has improved its call center infrastructure and enabled collaboration, driving customer satisfaction and aggressive business growth at the company, which is the largest nationwide provider of aftermarket and recycled collision replacement parts products.

The company, which sells items such as wheels, bumper covers and lights, and remanufactured engines, has operations in Canada, Central America, Mexico and the United Kingdom. LKQ operates more than 430 facilities, offering its customers a broad range of replacement systems, components and parts to repair automobiles and light, medium and heavy-duty trucks.

When a car is totaled, LKQ works directly with insurance providers to acquire the vehicle directly or at auction. The vehicles are then dismantled, and the company enters the reusable parts into its inventory system to resell to body shops and mechanical repair facilities. Most sales are conducted via traditional voice phone calls, making LKQ's call center capabilities an invaluable part of its day-to-day business.

## The Challenge

LKQ's vision for its sales and customer service organization is to present a local face to its communities, right down to a local exchange phone number at each location. However, they also wanted national queuing capabilities, which would enable calls on hold to roll to another location for prompt service. The longer a customer waits on hold to speak with a representative, the more likely they are to abandon their call, complain or – worse yet – call a competitor.

As LKQ acquired smaller businesses, it needed a communications infrastructure and strategy that would support rapid growth, including fluid integration of newly acquired companies into the existing communications network. However, a key factor inhibited customer service and growth: a smorgasbord of communications technology that were difficult, if not impossible, to integrate. Each acquired company had its own make and model of private branch exchange and terminal equipment, all at varying ages and capabilities.

Overall, LKQ wanted to centralize its operations and update its technology, making it more uniform and efficient, while still offering that local touch. With a centralized virtual call center, the company could minimize abandoned calls, decrease wait times and increase customer satisfaction.

The LKQ service vision also called for a communication infrastructure that would enable collaboration, support knowledge transfer and accelerate sales cycles by encouraging mutual aid among its representatives. Most of the company's locations are staffed by a handful of representatives with varying experience, so collaboration across the entire network would provide a deep bench of support for new representatives looking for assistance from more experienced colleagues, or even dedicated representatives dealing with highly specialized customer needs.

LKQ reached out to CDW to leverage its relationship with Cisco Systems and provide the communications infrastructure to fulfill the vision of a dynamic, national communications network with a familiar, ubiquitous local touch for its customers.

## The Solution

CDW evaluated LKQ's infrastructure, assigning a voice solutions architect and a contact center architect to work with Cisco to review LKQ's business requirements and assess the customer's existing network infrastructure. The joint CDW/Cisco project team created and presented several cost-effective network design options that would provide LKQ with different management and control scenarios.

LKQ selected a design centered on the Cisco Unified Customer Voice Portal and Cisco Unified Contact Center Enterprise, because this would provide centralized command and control of the network with the local entry/access that was so vital to LKQ's business strategy. The CDW/Cisco pre-sales teams then worked together to design the detailed plan, built the bill of materials for the new infrastructure, and wrote a comprehensive statement of work.

The solution included a revamp of LKQ's entire communications infrastructure, which expanded the company's voice, messaging and call center capabilities. The solution also leverages a Cisco-powered network, which uses Cisco routers and switches, Cisco core network in the data center, Cisco Unified Communications Manager for voice service, Cisco Unity Connections for voice messaging, Cisco Internet Protocol Contact Center, and Cisco Unified Customer Voice Portal. LKQ also selected Cisco Unified Remote Survivability, using the Survivable Remote Site Telephony and Cisco Unified Call Manager Express functionality at each of its branch offices.

To get started, CDW and Cisco worked hand-in-hand to build a pilot program and successfully test the solution at three of LKQ's locations. Today, LKQ has rolled out systems that support approximately 2,800 agents and 4,000 phones in more than 185 locations around the U.S., and while the company

# 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?

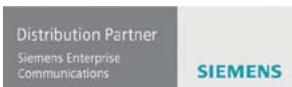
## **STOP GIVING AWAY YOUR REVENUE AND YOUR CUSTOMER!**

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





## › CASE Study

continues to acquire new business locations, the rollout pace progresses at approximately one new location per week.

Added benefits like a company-wide directory on the phone and centralized voicemail have helped LKQ become more efficient, providing fluid peer-to-peer access across the entire company and encouraging collaboration. Building upon the nationwide communications network, LKQ is now working to implement instant messaging and additional collaboration tools.

### The Results

CDW's teamwork, knowledge transfer and ability to deliver made for a seamless transition for LKQ. From first meeting to final implementation at the pilot sites, the process took only six months.

Today, LKQ's virtual call center handles 3.5 million calls per month, and the company is realizing more efficiency, growth, scalability and easier maintenance. The Cisco solutions provide LKQ the ability to connect all agents through one portal, with queued calls rolling on a programmed priority system to locations as near to the originating location as possible – without sacrificing the local numbers for a connection. Additionally, the new system offers access to call statistics, the ability to cover geographic time zones and the capability to queue up calls with a set script. These added functions enable LKQ to view calls in the queue and manage call length and abandon rates, fluidly rerouting calls according to the programmed priorities and reducing hold times in the queue.

“Our unified network has been a major advance in efficiency and customer service,” says Chad Cowan, director of information technology at LKQ. “With unified call management, we don't have to deal with different providers with different downtimes and different service cycles. The solution lets us better focus our sales force on the customer – we are no longer tied to specific geographic locations – if one center is slammed, we can reroute calls to another location.”

While LKQ has internal resources it relies on for any issues with the system, it also uses a CDW service agreement to provide contingency support to the IT department. When a problem does arise, CDW offers further value to LKQ by providing CDW Voice Advantage – a service that directs the first triage call to CDW's

network operations center and, if escalation is necessary, the call goes to an engineer knowledgeable about LKQ's communications infrastructure. While LKQ still relies on CDW's advice and technical support, the company has built out its own IT team and expertise to become almost entirely self-sufficient.

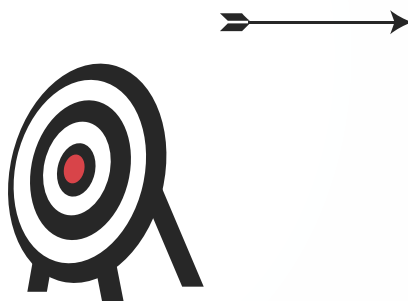
“It is nice to have a partner to join us when issues arise,” says Cowan, “If no one is available internally, we know we can turn to CDW, because we trust that they are knowledgeable and truly understand our environment and business needs.” **CIS**

*Mike Gelinas is a CDW ([www.cdw.com](http://www.cdw.com)) Advanced Technology Account Executive.*





# *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 Business Value of Consolidating and Centralizing Communications

**I**ncreasingly powerful servers. Robust IP infrastructures. Innovative design. Call it the new roadmap to consolidated contact center architectures and more centralized configurations. Along with reducing the number of applications and physical boxes to be administered and maintained, consolidation can potentially reduce the number of system and user licenses necessary in a contact center. Consequently, cost savings is an achievable and evident benefit.

Yet while the path to reductions in cost can be clear cut, consolidation can provide additional value by way of business opportunities and managing system-related impacts on profitability. Here's a closer look at the collective business value of consolidation and centralization.

## Defining a consolidated communications solution

Although the approaches to consolidating architectures in the contact center differ from one vendor solution to another, vendors do agree on certain benchmarks. First, all parts of a system must support VoIP to promote greater flexibility in the network. Along with enabling a smoother transition to a centralized platform, VoIP aids in the consolidation of physical locations, and can facilitate handling the different media types that today's contact centers must process.

Second, the new platform should reduce the physical footprint of systems required for contact center functionality. PBX, ACD, IVR, quality monitoring, workforce management and other components need to be unified, not just integrated. That is, each individual piece should no longer have its own physical hardware to administer and maintain, and eventually to upgrade. Finally, the desktop applications for supervisors, managers and agents alike should include a reduced number of interfaces.

## Cost Savings

With an eye on reducing costs by streamlining and simplifying a contact center architecture, three elements of consolidation in particular are key.

## Managing multiple contact centers

Diverse contact center infrastructures are typically the byproduct of added functionality and capacity in existing operations, or of mergers and acquisitions. Either way, when designing a consolidation solution for diverse infrastructures, it is imperative to plan a strategy for environments comprised of similar systems, and for those with dissimilar solutions. There are important cost savings

advantages in consolidating both types of environments.

## Consolidate similar systems

When similar contact center solutions are replicated at multiple sites, a goal should be to consolidate the systems into a few centralized locations, and then use a more robust communications infrastructure to connect hubs to agents at remote locations.

## Consolidate dissimilar systems

Many multi-location contact centers have systems from different suppliers at various locations. By standardizing on a single solution, multi-site centers can simultaneously reduce the number of systems, simplify administration and integration processes, more easily synchronize system upgrades, and actually increase performance and efficiency. They can also provide a more consistent customer experience across media channels and systems.

## Business Opportunities

Along with smoother contact center operations and process and staffing flexibility, consolidated infrastructures allow companies to provide substantially better service to customers. In all, companies improve first call resolution, more effectively match agent resources with customer requirements, and improve sales, customer satisfaction and loyalty. Moreover they're able to manage other key impacts on profitability, such as:

## Unplanned growth in the corporate ecosystem

With consolidated and centralized technology in place, the company can minimize the need to rewrite expansion plans in the event of sudden sales spikes, mergers and acquisitions, and so on. They can also future-proof the infrastructure for when new business or technical requirements emerge, for the launch of new services and products, etc.

## Unexpected events

To manage system changes on short notice, for instance, integration points between lines, phones, IVR menus and other functions can be handled centrally and more manageably within the existing system, preventing wholesale switch-outs of key components and pieces of hardware.

## Consistent brand representation and service

Because a consolidated system enables the queuing, delivery, and tracking of all media types, organizations deliver a consistent brand image, message and customer experience regardless of media channel. The customer can therefore expect the same level of service, as well as the same information about their issue, every time they contact the business. **CIS**

*Don Van Doren is president of Vanguard Communications ([www.vanguard.net](http://www.vanguard.net)). Brad Herrington is senior manager of solutions marketing at Interactive Intelligence ([www.inin.com](http://www.inin.com)).*



## 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:





## ➤ AD INDEX

Altitude software ..... 11 <i>www.altitude.com</i>	Jones NCTI..... 46 <i>www.LogiCALLSmartPath.com</i>
Attensity..... inside front cover <i>www.attensity.com/resources/by-type/ebook/</i>	Knowlagent..... 29 <i>www.knowlagent.com/myths</i>
Autonomy ..... 21 <i>www.autonomy.com/speech</i>	ListenUpEspanol..... 28 <i>www.listenupespanol.com</i>
Call Center Software Online Community ..... 41 <i>www.call-center-software.tmcnet.com</i>	Majuda Corp..... 31 <i>www.majuda.com</i>
The Call Recording Community..... 25 <i>http://call-recording.tmcnet.com</i>	Mediatel..... 13 <i>www.diallogic.ro</i>
Contact Center Solutions ..... 33 <i>http://callcenterinfo.tmcnet.com/</i>	Outbound Call Center Online Community ..... 5 <i>http://outbound-call-center.tmcnet.com/</i>
eLoyalty, a TeleTech Company ..... 27 <i>www.teletech.com/solutions</i>	PayPerVisit Email..... 17 <i>www.paypervisitemail.com</i>
Embrase ..... 39 <i>www.embrase.com</i>	Richard L. Bencin & Associates..... 42 <i>www.rlbencin.com</i>
Hold-Free Networks..... 9 <i>www.holdfree.com</i>	SimplyCT ..... 3 <i>www.simplyCT.com</i>
inContact..... 15 <i>www.incontact.com/customervice</i>	Sitel..... 35 <i>www.sitel.com</i>
Infocision ..... 42 <i>www.infocision.com</i>	Sotel Systems..... 37 <i>www.sotelsystems.com</i>
Interactive Intelligence ..... 45 <i>www.inin.com/Four</i>	stratasoft..... 34 <i>www.stratasoft.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)

# COMMUNICATIONS & TECHNOLOGY MARKETPLACE

January 31-February 3, 2012 • Miami Beach Convention Center • Miami, Florida

ALL ASPECTS OF TECHNOLOGY—ALL IN ONE PLACE

[WWW.ITEXPO.COM](http://WWW.ITEXPO.COM)

**4GWE**  
CONFERENCE  
In partnership with Wca International

**SUPER WIFI**  
SUMMIT

**Asterisk**  
World

**StartupCamp5**  
comms edition

**BUSINESS VIDEO**  
BUSINESS VIDEO EXPO

**MSPAlliance**  
**MSPWORLD**

**ITEXPO**

**Cloud**  
COMMUNICATIONS  
EXPO

**EDUCATION • NETWORKING  
PRODUCT DEMOS**

**CVX**

**Mobile  
LatAm**

**HTML5** A DevCon5 Event  
SUMMIT

**MOBILE  
ENTERPRISE  
SECURITY  
SUMMIT**

**MACHINE**  
Evolution

**Diamond  
Sponsor:**

**digium**  
The Asterisk Company

**Platinum Sponsors:**

**AudioCodes**

**AVAYA**

**Dialogic**

**NETXUSA**  
VoIP Audio Bridge

**INTERACTIVE  
INTELLIGENCE**

**sansay**

Paula Bernier, *Executive Editor*



## Proposed Legislation Would Discourage Call Center Offshoring

If a bill introduced last month by U.S. Reps. Tim Bishop (D, NY-1) and Dave McKinley (R, WV-1) is passed, domestic companies that locate their call centers overseas would lose the ability to get federal grants and loans, would be kept on a list at the U.S. Department of Labor, and would have to be able transfer callers to onshore call center representatives upon customer request.

The initiative, called the US Call Center Worker and Consumer Protection Act, is an effort to bring home call center jobs and keep them here, explained Bishop.

He was among the speakers at a press conference held Dec. 7 to promote the bill, which was presented the same day. Other speakers included Ron Collins, chief of staff at the Communications Workers of America; Mike Gendron of CWA Local 1108, Verizon, (Patchogue, N.Y.), and Vonda Hardy, CWA Local 3640, US Airways (Winston-Salem, N.C.).

"Keeping jobs here in the United States is exactly what will turn this economy is around," said Collins, who mentioned he used to be an employee of a Verizon call center in Maryland.

Gendron added: "This ... bill is exactly what we need now" to aid in the country's economic recovery, overcome deficits, and restore the American dream.

He also said that Verizon is among the U.S. companies offshoring call center work to countries such as India, Mexico and the Philippines. The communications company's offshoring, he said, has eliminated close to 5,000 jobs in his Local.

Interestingly, while Verizon was called out for offshoring call centers, at least a couple of the press conference speakers noted that AT&T has brought back many call center jobs in the past few years, and has committed to returning 5,000 call center jobs to the U.S. upon completion of its merger with T-Mobile. Indeed, AT&T was one of the company's named in the FCC's jobs4america initiative announced last year. The FCC and a coalition of call center companies joined forces on this effort, which aims to bring back from overseas 100,000 broadband-enabled call center jobs in the next two years in the U.S.

What these same press conference speakers failed to mention, however, was that the prospect of an AT&T-T-Mobile merger as of early December was looking grim, particularly considering the FCC's recent recommendation that the deal be blocked.

When asked about the telcos and their role in the call center jobs discussion, Bishop indicated the bill is not about calling

out any particular company or industry, but rather about keeping jobs at home and discouraging offshoring.

"It's hard to defend the practice, let's be honest," he said.

As mentioned in my October 2011 Logout letter, Kevin Childs, practice leader and contact center lead at Manpower, told me a few months ago that 10 to 15 years ago many people thought contact centers had seen their best days in the U.S., because at the time many contact center work was moving overseas. But that's no longer the case, he indicated, adding that in the U.S. Manpower employs 10,000 contact center reps and provides contact centers to more than 3,500 companies.

Pointing out that Consumer Reports in July reported that consumer satisfaction is at an all-time low, Childs added that using U.S.-based call center reps – at least for high-value customers; doing performance management; and leveraging state-of-the-art contact centers solutions that don't remove the company's line of site to the customer, could help turn that around. **CIS**

### The U.S. Call Center Worker and Consumer Protection Act

**WHAT:** a bill in the U.S. House aimed at bringing home call center jobs and keeping them here

#### HOW:

- by eliminating the ability of companies who offshore call centers from getting federal grants and loans
- keeping a list at the U.S. Department of Labor of those that offshore call centers
- and requiring U.S. companies with offshore call centers to transfer callers to onshore call center representatives upon customer request

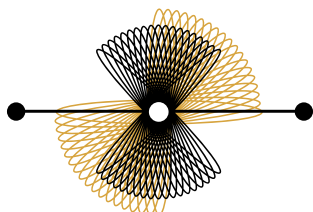
**WHO:** the bill was introduced by U.S. Rep. Tim Bishop (D, NY-1)





The most comprehensive contact center automation and enterprise IP telephony solution, now with the addition of real-time speech analytics, increased scalability, a private cloud deployment model, and a new Web portal application. Customer Interaction Center 4.0 – **The next wave of intelligent business communications.**

To learn more, visit [www.inin.com/Four](http://www.inin.com/Four)



INTERACTIVE INTELLIGENCE®  
Deliberately Innovative



**"We have reduced training time in the classroom, reduced AHT when supporting customers and reduced extraneous and costly, repeat truck rolls."**

**—Allan Leishman**  
VP of Call Center Operations  
Bresnan Communications



**LogiCALLSmartPath.com**  
**866.575.7206**