



Improve Your Customer Satisfaction

Hostcomm ContactPro
Hosted Contact Centre

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About the Author



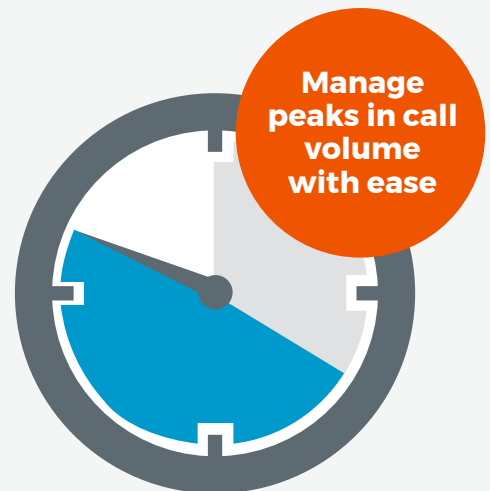
Chris Key, CEO, Hostcomm

Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Boost call centre efficiency and improve your customer experience

With The Best Hosted Contact Centre

Hostcomm ContactPro contact centre service will help your agents focus on talking, while delivering a consistent, high quality customer experience.



It automates the process of managing large volumes of calls, using advanced technologies to route your customers to the team or individual agent that can best resolve their inquiry. So, you can minimise the time agents spend waiting between conversations, while ensuring that your customers get an excellent standard of service.

Full Contact Centre Solution

Hostcomm ContactPro offers a full contact centre service. That means you get a powerful inbound call management predictive dialler mode and full PBX service features. Delivered as a hosted service, it is available at a fraction of the cost of an in-house solution. No CAPEX budget or IT department support required. Don't let size or legacy systems slow you down. Stay flexible, respond to changing demands, and deliver better service.

Get started with as few as 5 seats



Why use a hosted solution for your contact centre?



Route Your Calls To The Right Agent, Every Time

Hostcomm's intelligent call routing ensures every call is answered by the right agent, first time. Calls can be routed based on agent skills, campaigns, priorities, telephone numbers or geography.



Monitor performance in real-time

Find out what's working and what can be improved. A hosted contact centre gives you instant visibility over performance, campaign objectives and list penetration.



Delight customers

Automated follow-ups, call scheduling, and call dispositioning won't just save you time. By eliminating manual error, workflow automation helps you successfully deliver against customer service expectations.



Build a happier sales team

There's nothing fulfilling about wasted hours dispositioning calls or scheduling callbacks. A hosted contact centre automates these dull, repetitive tasks, improving sales team morale and ability to hit targets.



Secure and Reliable Service

The Hostcomm Contact Centre is a highly reliable inbound contact centre service with low latency and high call quality. Our systems are built to ensure that your data remains secure.



Compliance

Conducting a telesales campaign means meeting the demands of OFCOM and PCI compliance. Running as a hosted solution on our fully audited, highly redundant and secure infrastructure, ContactPro is compliant as standard.



Scale to suit your needs

A hosted dialler and hosted telephony can instantly grow or shrink as your business demands. So you can run a small team or hundreds of agents - without paying for seats you don't need.



Scripting

With intelligent scripting, when a call is connected, your sales rep is automatically presented with the correct script, keeping every call on message while dramatically improving customer service delivery.

Even more powerful...



CRM Integration

Continue to use your familiar, legacy CRM. Many leading CRM systems including Salesforce, Microsoft Dynamics, Bright Office and Zoho CRM integrate easily with the Hostcomm ContactPro contact centre.



Workflow Automation

Automate tasks from dialling to recording calls and sending follow-up material. Keep service quality high, eliminate manual errors all while keeping your costs low and your agents on calls, working from the interface they know - your CRM.

Examples of workflow automation

- + Automate the process of calling contacts from the CRM interface.
- + Automatically send documents to clients such as a quote or order confirmations.
- + Automatic call recording.
- + Synchronize hosted contact centre database with CRM database.
- + Control contact centre functions from CRM interface using API.
- + Update CRM records based on contact centre updates.
- + Add custom buttons on the CRM interface to control the contact centre.
- + Send SMS messages from CRM triggered by contact centre entries.
- + Trigger workflow automation based on contact centre disposition
- + SMS a lead to a sales rep including all contact information in one mouse click.
- + Screen pop the CRM client record on call connect.
- + Click to dial from within the CRM interface through the contact centre.

Who benefits from a hosted contact centre?

Contact Centre Manager



Regular tasks are quicker from uploading lists, listening to calls to checking campaign performance. So you can spend more time coaching agents to perform at their best.

MD



You no longer have to carry the costs of any system excess capacity and there's no capital expenditure. It also helps improve the ROI of your data lists and ensures Ofcom and PCI compliance.

Call Centre Agents



No more mundane tasks like call dispositioning, callback scheduling and client record updates. Your agents feel empowered to stay productive – and meet their targets.

Your Customers



Automated callbacks, accurate dispositioning, and integration with customer relationship management systems (CRMs) including Zoho CRM, Bright office, Microsoft Dynamics and Salesforce help you give customers the service they deserve.

ContactPro System Features

System Features
Fully hosted service
Quick & easy set up
Unlimited campaigns, lists, lines, agents
Works with SIP, PRI, T1 or Analog lines
Scalable to 3000 simultaneous calls.
Inbound, Outbound and Blended call handling
100% Ofcom compliant
PCI compliant payment processing
Workflow automation using CRM workflow engine
Customisable wall board display from any web browser
Easy list upload via web list loader or SQL method
Outbound broadcast and predictive dialer modes
IVR, queueing, ACD, skills routing.
Web agent interface for predictive dialler admin and agent access
Configurable database field labels
Insert leads from web forms
Customizable SQL column headers
Pre-loaded disposition code system
Call barge and listening
Automated SQL back up process
Web based data export utilities
Auto CLI presentation based on postcode
Email delivered to free agents like a call
Outbound Email from agent interface
Call recording with storage for a minimum of 6 months
Display a static or active script to the agents on call connect
Real time reporting

Agent Services
Audible alarm for new queued call
Manual click to dial mode with data previewing
View inbound call queue from agent interface
Custom SIP web phone built into agent interface
Click to take a queued call
Send SMS from agent web interface

Agent Services (cont.)
Scheduled call backs
Intelligent queues, repeatable menus for holders, auto call back
Three-way calling
Integration with CRM applications
Tried and tested with Zoho, Salesforce, Brightoffice, Sugar, VTiger & more
API using http, XML or custom
Automate SMS / Email send based on DISPO code
Automate callbacks from CRM workflow
Screen pop client record
Synchronise data between CRM and hosted dialler
Web form lead insertion into dialler
Control dialler functions with CRM API
Click to dial from CRM interface
Push leads to CRM keeping raw data on dialler
Auto lead loading via ftp or mySQL
Embed CRM interface into agent desktop screen

PBX features included for Managers
Listen to active calls
Direct inbound and outbound dialling (bypasses dialler)
Voicemail with email notification
Hunt groups (eg ring all)
IVR / auto attendant
Conferencing
Hold, transfer, park
3 digit dialing to colleagues
Call recording, monitoring
Free calls to colleagues
Real time call reporting
Security
High spec dedicated server with 100Mbps Internet
Inbuilt firewall for IP address filtering
IPSEC VPN support for remote agents for secure logging on

Database Specifications

On site requirements	Database
SIP phone or DDI number for agent log in	Dedicated mysql server with RAID
Web browsers Chrome, Firefox or IE	Clustering and mirroring options
100Kbps of bandwidth for each agent	PCI compliant infrastructure
Firewall capable of handling VoIP and optional VPN	IP address access filtering with dedicated firewall
Category 5-6 cabling network	API, web and ssh access
Broadband or leased line internet connection	Minimum 500Gb storage
	Auto copy of new rows via API to other apps

On-premise vs Hosted contact centre?

Cloud services are becoming an integral part of many companies' business and technology strategies. It's no longer the case of IF you move to the cloud, but WHEN you make the move.

Here 6 major differences that lead organisations to choose hosted technology over on-premise solutions:

On-premise	Hosted
<p>- High service costs</p> <p>On-premise predictive contact centres are expensive. A 20-seat, blended contact centre with call recording, for example, can cost around £30,000. Add to that the additional costs of annual license renewals, maintenance contracts and ISDN line rentals. As a result, return on investment (ROI) is slow.</p>	<p>+ Low service costs</p> <p>Our hosted dialler has a fixed monthly cost starting from £150 for 5 seats. A 20 seat ContactPro system would cost £350 per month. When compared with a premises-based system at £30K, the ROI for ContactPro is virtually instant, with increased productivity outweighing the cost of the monthly fee.</p>
<p>- High server costs</p> <p>Server hardware is expensive. Add in licensing costs. Plus, costs for housing this equipment in a secure, temperature controlled environment. Plus, staff are required to maintain everything. Factor in a Network Security or Network Engineer at £90K plus a Systems Administrator at £40K per year.</p>	<p>+ Negligible server Costs</p> <p>Our hosted contact centre uses a broadband internet connection for outbound communications. In the unlikely event of a failure, agents can continue work from home or an alternative office. They can use available landlines or mobile phones to continue calling. Inbound calls can be re-routed to a landline circuit or mobile phone.</p>
<p>- Power supply with low fault tolerance</p> <p>It's unlikely that a typical on-premise contact centre can provide high fault tolerance in its power supply. Plus, energy costs are high and a challenge to reduce without best practice operational procedures.</p>	<p>+ Resilient, cost effective power supplies</p> <p>Power supplies in our data centre have diverse routing with automated generator backup, ensuring high resilience. Energy consumption costs are managed through best practice and increased buying power for smart energy purchases.</p>
<p>- High cost performance scalability</p> <p>As teams of agents grow, problems can occur with dialler loading, which leads to contact centre services needing to be replaced and re-installed. Users have to bear the full cost of replacement and installation.</p>	<p>+ Low cost performance scalability</p> <p>For customers of our hosted contact centre solutions, the replacement of services is free or included in a low service fee.</p>
<p>- High cost outbound lines</p> <p>For on-premise solutions, outbound lines need to connect directly to the premise. A 20-seat team needs up to 100 lines to allow for 4:1 ratio dialling and administrative calls. 100 ISDN lines will cost around £1,200 to £1,500 per month.</p>	<p>+ Low cost outbound lines</p> <p>Available bandwidth is the only restriction for a hosted contact centre. Bandwidth reach of 100Mbps is equal to up to 3000 lines. The cost for line rental is negligible, and included in the monthly service fee.</p>
<p>- High cost upgrades and maintenance</p> <p>On-premise contact centres normally require a site visit for server upgrades and maintenance at a cost to the business. Consequently, they're often not as up to date.</p>	<p>+ No upgrade and maintenance cost</p> <p>A hosted contact centre is a managed service, so upgrades and maintenance are included in the cost of our service. We are responsible for the server's availability and maintain it regularly.</p>

Why choose Hostcomm?



Experience

Founded in 2004, Hostcomm knows what it takes to deliver world-class VoIP and hosted dialler services with a traffic profile that's attractive to carriers. So you can confidently reduce costs by using VoIP – without increasing your risk of a short-notice suspension.



Quality

Hostcomm uses its experience to react to the things businesses really need from their telecoms. Every product is developed to the highest standards, creating feature-rich services that deliver tangible value.



Infrastructure

Hostcomm's privately owned and locally managed infrastructure crosses six global data centres, with data crossing five Tier-1 carriers. So your VoIP and hosted dialler is reliable, crystal clear, and always available.



Support

When you need help, you can depend on friendly, practical advice from Hostcomm. Global support services help businesses resolve issues, improve performance, and get more from their telecoms. The team can even help with custom solutions by application.

Our Services

Any of our services can be set up independently, to work with solutions that you may already have in place. Pick and choose the capabilities you would like to have. Or choose all services from Hostcomm and benefit from having one supplier, providing superior support, for all of your needs.



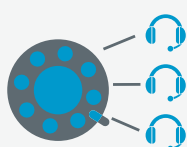
VoIP SIP Trunks

Gain more lines without high ISDN line costs. We'll set up lines using a SIP trunk, integrating with your existing PBX. We have experience with all major service providers including Avaya, Mitel, and Cisco.



Hosted Telephony

Create efficiencies in your business and cut costs using our hosted VoIP service. Gain Enterprise features including an auto attendant, voicemail, call management, conference calls, hunt groups, call monitoring and call reporting.



Dialler / Contact Centre

Increase sales with a predictive dialler. It automates the time-consuming task of making calls and minimises time between conversations. Your team can spend more time talking, not dialling and waiting for calls to connect.



CRM integration

Don't let legacy systems or budget restrictions hinder performance. We'll integrate your CRM with our predictive dialler introducing business process automation.



Intelligent Scripting

Keep every call on message while dramatically improving customer service and reducing data collection errors.

Our VoIP infrastructure offers the highest standard in resilience, security and HD voice quality.

Experience a real difference

Start a free trial now:

www.hostcomm.co.uk

Talk to us... we are here to help

If you have any questions or require further information, please get in touch:

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 **Hostcomm**
Business VoIP Solutions