# Improve Your Customer Satisfaction

Hostcomm ContactPro
Hosted Contact Centre

**Hostcomm**
Business VoIP Solutions

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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 efficiency in your call centre and get more from your agents

## With The Best Hosted Contact Centre

Hostcomm ContactPro predictive dialler service will help your agents focus on talking, while delivering a consistent, high quality customer experience.
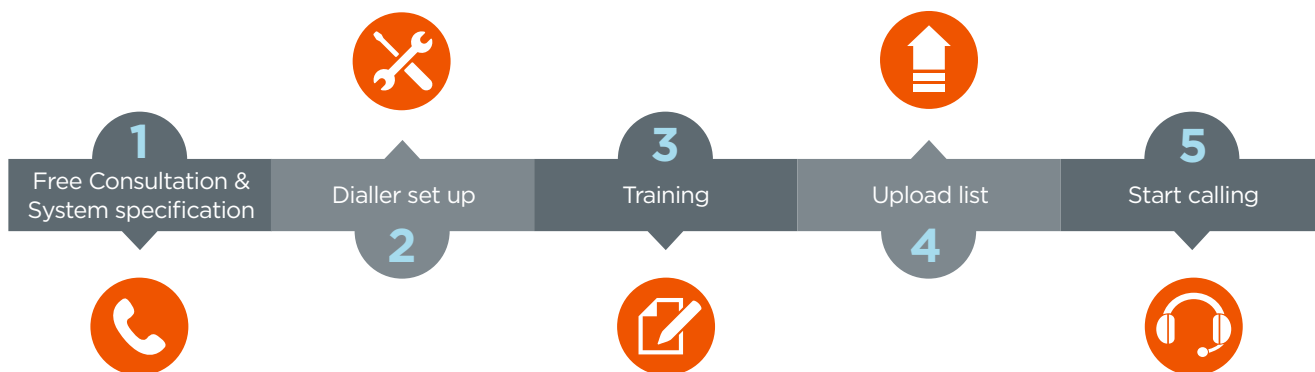
**Increase your talk time to 50 minutes per hour**
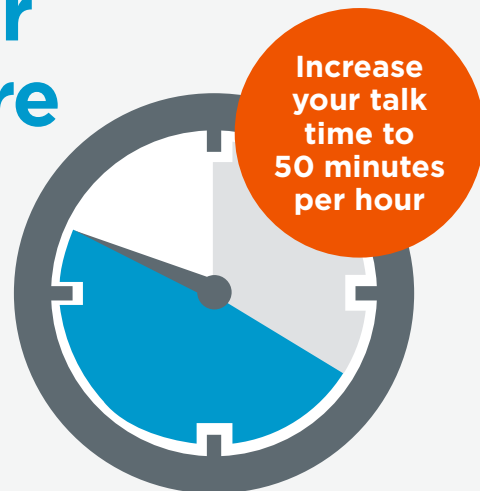
It automates the process of making large volumes of calls, using statistical algorithms in predictive dialling mode. So, you can minimise the time agents spend waiting between conversations, while minimising the chance of someone answering when no agent is available.

## Full Contact Centre Solution

Hostcomm ContactPro offers a full contact centre service. That means you get a powerful predictive dialler, full PBX service features, and inbound call management. Delivered as a hosted service, it is available at a fraction of the cost of an in-house dialler. 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

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Free Consultation & System specification | Dialler set up | Training | Upload list | Start calling |

# Why use a hosted dialler for your contact centre?

### Boost productivity by 300%

Downtime disappears. ContactPro filters out numbers with bad call results like busy, no answer and unobtainable. Agents receive a steady flow of connected calls enabling them to talk for up to 50 minutes in the hour.

### Monitor performance in real-time

Find out what's working and what can be improved. A hosted dialler 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 dialler automates these dull, repetitive tasks, improving sales team morale and ability to hit targets.

### Data Penetration

Maximising your return means keeping data costs low and data penetration high. A predictive dialler finds duplicates in your data and drives faster penetration rates by design. And you'll have the accurate data penetration stats to prove it.

### 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 predictive dialer.

### 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.

- Load a lead directly into the dialler from a web site form for instant call back.

- Build a sales order using a web-based agent script which is then executed instantly.

- Automatic call recording.

- Synchronize hosted dialler database with CRM database.

- **Control dialler functions** (eg dial, end call, disposition) from CRM interface using API.

- Update CRM records based on dialler updates.

- Add custom buttons on the CRM interface to control the dialler.

- Send SMS messages from CRM triggered by hosted dialler entries.

- **Trigger workflow automation based on dialler disposition** (eg send quote and follow up in 3 days).

- SMS a lead to a sales rep including all contact information in one mouse click.

- Screen pop the CRM client record on call connect.

- Automatically load a call list from the CRM database for daily calling from the dialler.

- Click to dial from within the CRM interface through the dialler.

# Who benefits from a hosted dialler?

### 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.

### 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.

### 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.

### 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 dialer)

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 |
|---|---|
| **⊖ High dialler costs**<br>On-premise predictive diallers are expensive. A 20-seat, blended dialler 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. | **⊕ Low dialler costs**<br>Our hosted dialler has a fixed monthly cost starting from £79 for 3 seats. A 20 seat ContactPro dialler would cost £350 per month. When compared with a premises-based dialler at £30K, the ROI for ContactPro is virtually instant, with increased productivity outweighing the cost of the monthly fee. |
| **⊖ High server costs**<br>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. | **⊕ Negligible server Costs**<br>Our hosted dialler 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. |
| **⊖ Power supply with low fault tolerance**<br>It's unlikely that a typical on-premise dialler can provide high fault tolerance in its power supply. Plus, energy costs are high and a challenge to reduce without best practice operational procedures. | **⊕ Resilient, cost effective power supplies**<br>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. |
| **⊖ High cost performance scalability**<br>As teams of agents grow, problems can occur with dialler loading, which leads to diallers needing to be replaced and re-installed. Users have to bear the full cost of replacement and installation. | **⊕ Low cost performance scalability**<br>For customers of our hosted diallers, the replacement of diallers is free or included in a low service fee. |
| **⊖ High cost outbound lines**<br>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. | **⊕ Low cost outbound lines**<br>Available bandwidth is the only restriction for a hosted dialler. Bandwith reach of 100Mbps is equal to up to 3000 lines. The cost for line rental is negligible, and included in the monthly service fee. |
| **⊖ High cost upgrades and maintenance**<br>On-premise diallers 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. | **⊕ No upgrade and maintenance cost**<br>A hosted dialler 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. |

# 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.

## 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.

## 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.

## 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 IDSN 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 eciencies in yourbusiness 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.
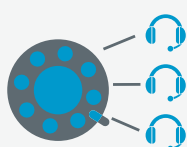
### Predictive Dialler

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:

📞 **0808 168 4400 / 0203 372 8420**

✉️ **sales@hostcomm.co.uk**

🖱️ **www.hostcomm.co.uk**

in **linkedin.com/company/hostcomm-ltd**

🐦 **twitter.com/Hostcomm**

G+ **Google+**

The Old Convent • 8 Broad Street • Ottery St Mary • Devon EX11 1BZ

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