Contact centre management 'in the cloud'

= Business Benefits!

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Innovation in Telecommunication

Strategy & Commercials

- Vital business cost/revenue centre
- What abandoned rate is acceptable?
  20% or zero??

- @ £30k annual cost per agent
- £500k t/o at 20% gross margin = £100k
  £650k t/o at 20% gross margin = £130k

- 30% sales improvement = 'free' call centre agents!

- Per pax profit of 5% net on £500 = £25
  New customers @£100 each…
- £10/10% improvement to £90= 40% 'profit' gain!

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Vital to sales/marketing mix

- Call conversion to sale

- Quality monitoring: after call surveys and call recording

- Waiting times, IVR, spillover/outsourcers

- Blending of calls, webchat, e-mails
  = 'contact centre'

- Call outcomes, cost per enquiry/sale, integration with CLI and CRM

- Detailed Reporting & Analytics
+ *all can be handled 'in the cloud'*

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????

- Does your marketing dept. use different phone numbers for different ads? + Split testing??
- Have you got more phone lines than you need?
- How do you get visibility on callers from your website?
- How can you de-scope your call centre from PCI DSS requirements?
- How can you co-ordinate home workers and outsourcers
- How do you cope with automatic disaster recovery
- How do you handle CAPEX investment, hardware needs, maintenance and upgrades, call recording & storage issues?

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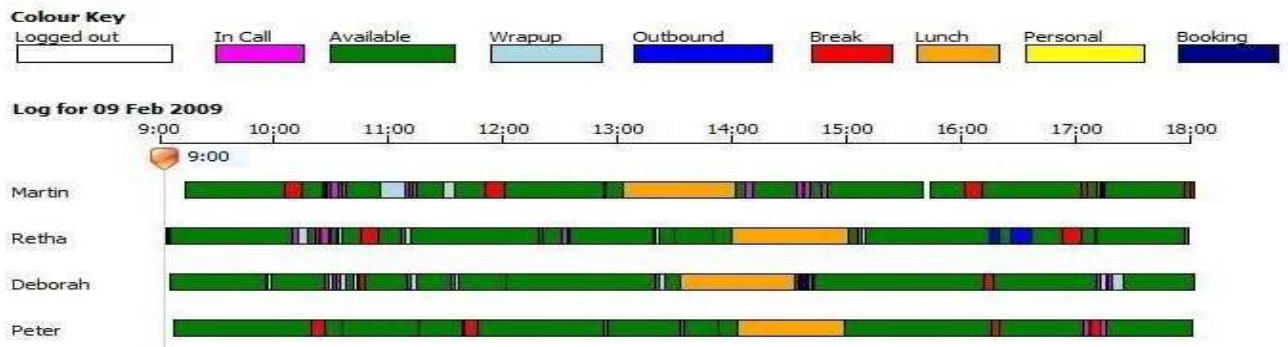TELECOM

Benefits of 'cloud' telephony & SaaS

- Call Queuing remotely cuts line rental

- Contact centre extends to 'anyone, anywhere'

- Cost (per seat) = variable by season + elastic

- Solutions tend to work with existing systems (& phones) = £0 CAPEX + quick to install

- Multi-tenancy = cost efficient & outsourced, ongoing development and maintenance

- Integration of telephony and SaaS suite = easy + £efficient

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3 Key areas..

- Call management

- Secure card payment by phone (PCI DSS)

- Caller Analytics

Cloud-based call management

- 'Virtual' contact centre solutions

- Live web-based management & reporting interface

- Supporting multiple communication channels (Call-in/back, Web Chat, SMS & Email)

- Link with CLI and your CRM, including outcomes and notes marked by agent

- Integrates Call Control, Recording, Reporting, Queue Management, Call Diversion, IVR, tracking & analysis

- Hosted system = immediate disaster recovery capability

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Colour Key

| Logged out | In Call | Available | Wrapup | Outbound | Break | Lunch | Personal | Booking |

Log for 09 Feb 2009

9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00

9:00

Martin
Retha
Deborah
Peter

- Live & historic web based call stats

- Marketing response

- Call centre performance

- After-call customer surveys

- Scheduled & bespoke reporting

- Secure, permission- based access
  to call recording, 12 month storage
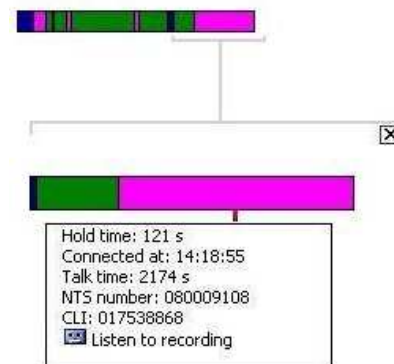
All Numbers
- NTS Number Tools
- NTS Number Ranges
- LCR Numbers
- Reports
  - Dates
    From
    11 Feb 2011
    To
    11 Feb 2011
  - Outbound Calls
  - Inbound Calls
    - NTS Summ
    - Call Outcomes
    - NTS 15 min
    - TLI Summ
    - TLI / NTS
    - Missed
    - Repeat Callers
    - Low Calls
    - Geog Summary
    - Geog by NTS
    - Call Detail
    - Numbering
    - Call Variance
    - Historical Traffic
    - SLA Report
    - S/A History
    - S/A summary
    - Surveys
    - Txt messages
    - IVR

Hold time: 121 s
Connected at: 14:18:55
Talk time: 2174 s
NTS number: 080009108
CLI: 017538868
Listen to recording

How telecoms can help with PCI DSS in call centres

- Payment Card Industry Data Security Standard (PCI DSS) states that sensitive data such as a card security code must not be stored in any way, encrypted or not (in systems or call recording)

  (Visa = CVV2, MasterCard = CVC2, American Express = CID)

- Cardholder data such as Primary Account Number (PAN) can only be stored encrypted (in systems or call recording)

- All entities that transmit, process or store payment card data must be compliant with PCI DSS

- Staff should not have access to full card details unless in a 'clean room' environment, to prevent internal fraud
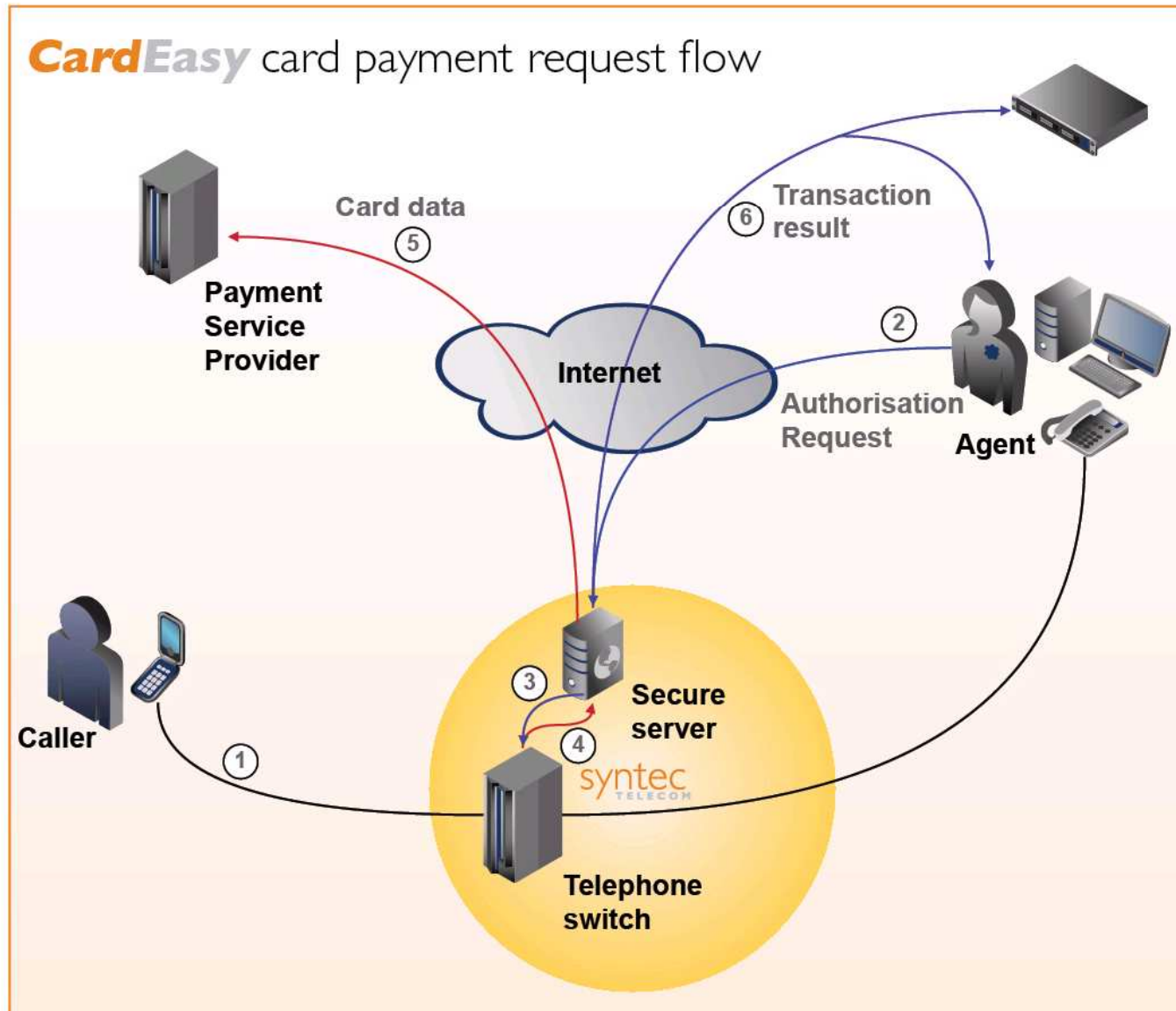
Benefits of de-scoping

- Trust: 68% of consumers say "call centre managers should do more to prevent credit & debit card fraud" – and only 3% say that telephone payments to call centres are 'the most secure'

- 63% say that the risk of fraud makes them reluctant to pay over the phone

- PCI compliance is mandatory: avoid penalties for non-compliance

- Protect brand & reputation + increase confidence for customers and agents

- Prevent fraud and protect customers without operating a 'clean room' environment or needing annual PCI audits

   But need to ensure all agents can handle compliant card payments by phone (contact centre, remote & outsourced)

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Benefits of a 'hosted' card payment system

- Hosted solutions are ideal for home/remote workers & outsourcers too

- No new hardware required

- Can be integrated with your existing Payment Service Provider, and telephone system

- Supplier compliance covers card payments and call recording

- Mid-call (real-time) and automated (IVR-based) versions available

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How does it work?

Web to call – the problem...

ONLINE MARKETING SPEND

TRAFFIC SOURCES

SEARCH ENGINE OPTIMISATION

ADWORDS

OTHER PPC

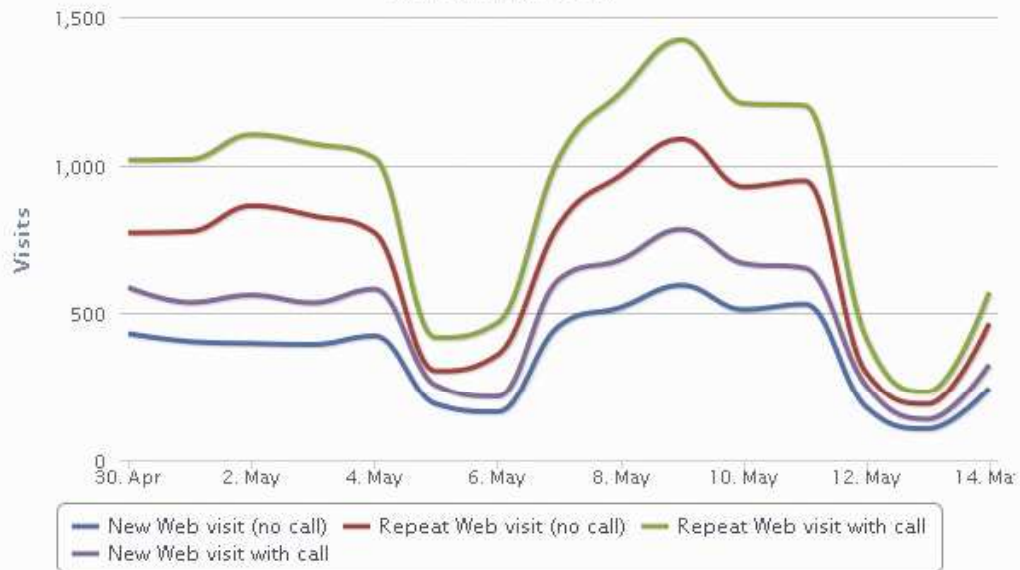WEB VISITORS

SALES

CALLS

* UNATTRIBUTABLE COSTS

ONLINE

With caller analytics…

- Source of calls and keywords tracked

- Information for call agents and marketing managers

- Visibility of search terms

- Measurement of online advertising ROI

- Links with CRM & back-office for cost per enquiry & cost per sale analysis

- Agents can see website behaviour alongside previous call history and notes

- Web based information & reports – nothing to install

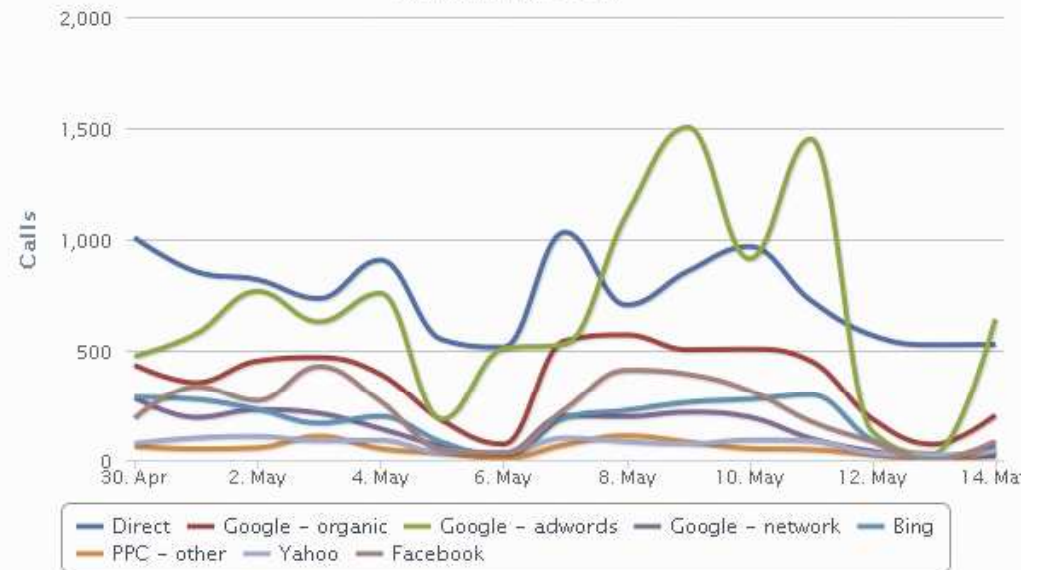- SaaS model - no maintenance required
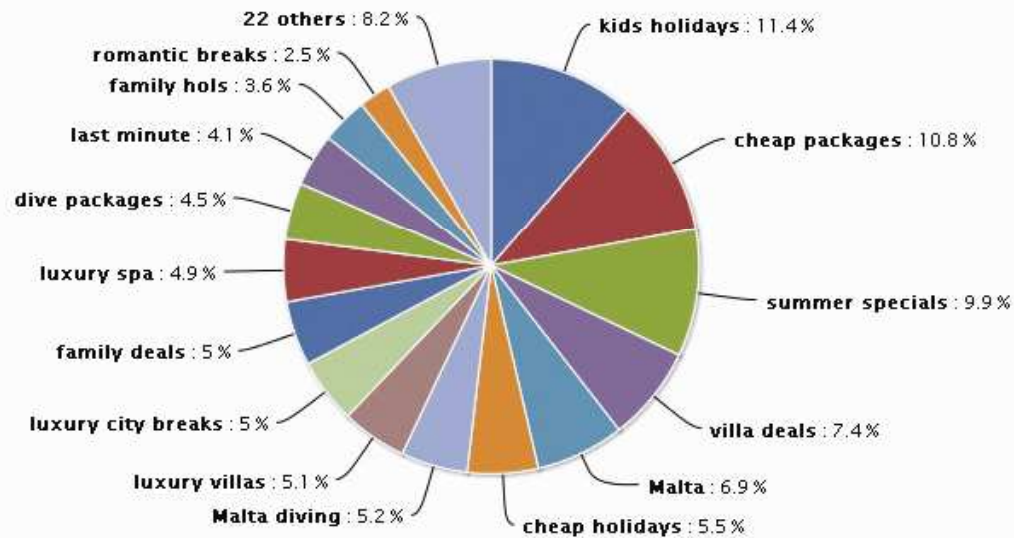
Overall web visits
click and drag to zoom

Legend:
- New Web visit (no call)
- Repeat Web visit (no call)
- Repeat Web visit with call
- New Web visit with call

Calls by source
click and drag to zoom

Legend:
- Direct
- Google – organic
- Google – adwords
- Google – network
- Bing
- PPC – other
- Yahoo
- Facebook

Top 15 Keywords
generating calls

- 22 others : 8.2 %
- kids holidays : 11.4 %
- romantic breaks : 2.5 %
- family hols : 3.6 %
- last minute : 4.1 %
- dive packages : 4.5 %
- luxury spa : 4.9 %
- family deals : 5 %
- luxury city breaks : 5 %
- luxury villas : 5.1 %
- Malta diving : 5.2 %
- cheap holidays : 5.5 %
- Malta : 6.9 %
- villa deals : 7.4 %
- summer specials : 9.9 %
- cheap packages : 10.8 %

Example screenshot of real time caller analysis for the agent

In site search frequency

Malta Greece Egypt

Flexibility 3 Flexibility 4

MaxPrice 550

pax 4

Source

Organic - Google
Search: Malta Holidays

2 previous calls

Sally - 1st Feb enquiry
Anita - 3rd Feb booking

Result view time

Malta

Greece

Egypt

Flexibility 3

Flexibility 4

MaxPrice 550

pax 4

Top pages

Family

All Inclusive

FAQ
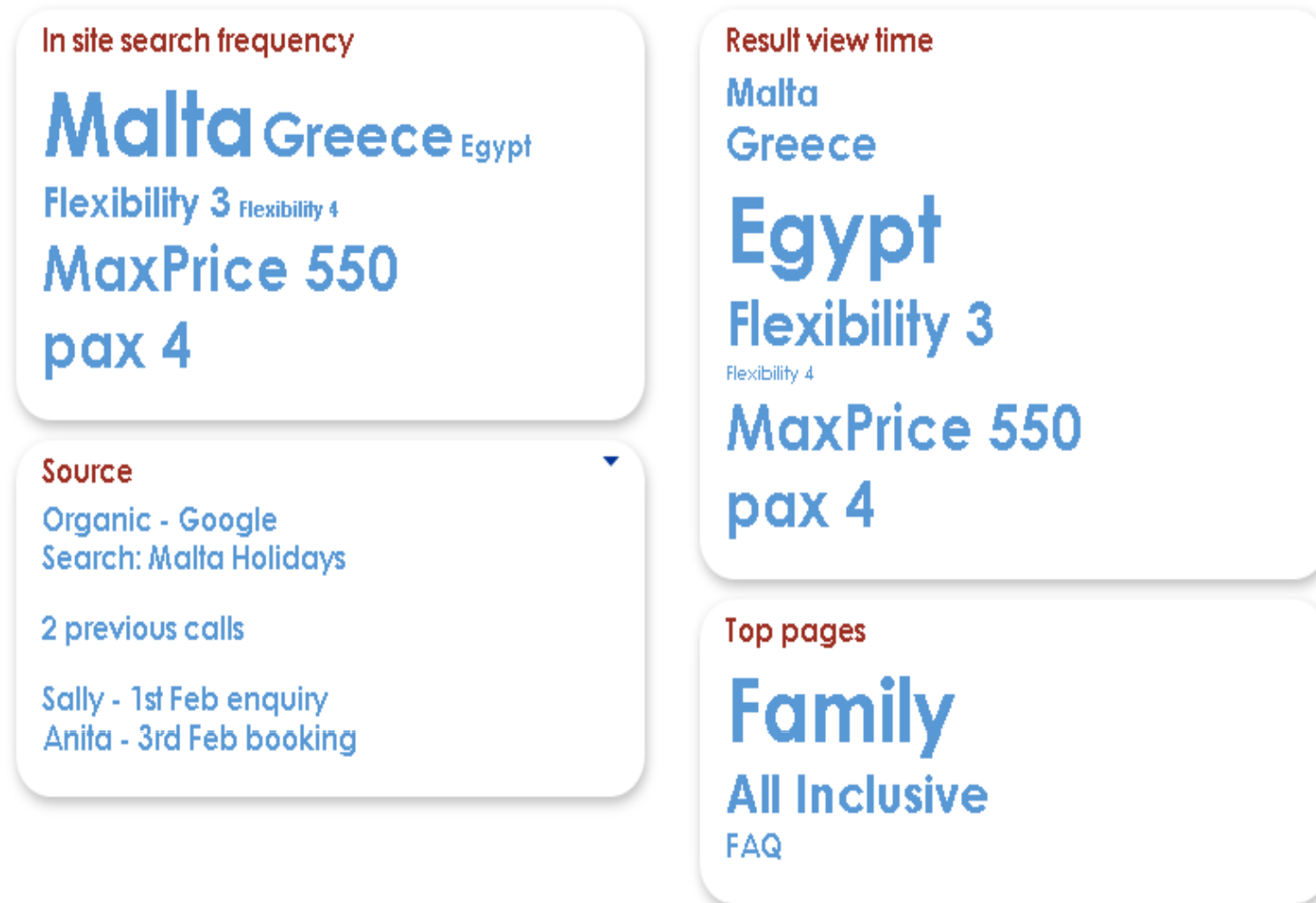
Works through dynamic telephone no. replacement for each individual's web session (or product code replacement)

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Summary

- Telecoms = new ways of doing business & gaining commercial advantage

- Cost savings, efficiencies, service & margin enhancements, fallback - all key deliverables

- 'Cloud' = fast, flexible, CAPEX-free, outsourced

- Integrated solutions provide end-to-end control

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Who are Syntec?

- Independent UK Network operator, founded in 1998

- Flexible numbering + revenue share where applicable
  Virtual geographic numbers (01, 02 & 03)
  Non-geographic numbers (0800, 0808, 0845, 0844 & 0871)

- PSTN & VOiP

- Provider of integrated, network and '**private**-cloud' based contact centre solutions

- 3 Core SaaS products:

Syntec Clients include..

Syntec have become core to the Teletext Holidays business. Working in progressive partnership, we've been able to co-develop business improvements and really push the boundaries as we've moved to a digital-only business"

Victoria Sanders

teletext HOLIDAYS

"Syntec have helped us improve our call centre service levels and make cost efficiencies – a real win-win, backed up by very responsive levels of service"

Mathis Wagner

CHARLES TYRWHITT
JERMYN STREET LONDON