

Packet8 Complete Contact Center White Paper



Finally, a Simple Way to Deploy a Customer Contact Center

Packet8 Complete Contact Center dramatically simplifies the task of deploying a contact center

Why Choose an Complete Contact Center?

A recent article in the Harvard Business Review reported that increasing customer retention rates by 5% increased profits 25% to 95%. This article underscores an important business fact: the role of the contact center is beyond customer service, the contact center has revenue responsibilities. And, as the role of the contact center evolves, the transactions performed by contact centers evolve, ranging from taking orders, responding to marketing campaigns, and more interactions with customers. The contact center now plays a central role throughout the customer cycle from identification, acquisition to service.

Today customers want to interact with a company in a way that is convenient to them. This might mean interacting with the company by telephone, email, instant messaging or fax. To provide a consistent and efficient service across all of these customer contact channels a company has to deploy contact center technology. In this white paper, we examine the two alternatives a company has: first, building in-house their contact center and second, using an online service such as Packet8 Complete Contact Center to obtain these critical technologies needed to interact efficiently with its customers.

Designing a Contact Center

Typical Contact Center Design-Considerations Designing a contact center is a challenging task, with broader operating implications. Which applications are going to be used? Which media (telephony, email, chat, instant messaging, fax, etc.,) are you going to support for your customers? Do you need work-at-home or remote agents? Once your business and customer needs are determined, you need to understand and select the right set of products to integrate in order to provide you with your required functionality. In a traditional contact center it is not unusual to have 10 different products that need to be integrated together. An example integration effort might include these critical elements:

» the PBX	» the self-service tool
» the ACD	» the database
» the IVR,	» the reporting tool
» the Email router	» the fax server
» the agent facing tool	» the co-browsing tool
» voice logging/quality monitoring tool	» the voicemail tool

This technical complexity of the contact center requires experts from every technical domain listed above to work together to architect the solution. This is a considerable drain on a company's resources.

The Packet8 Advantage

Packet8 Complete Contact Center is an online service with a **complete** suite of contact center applications. To ensure a successful integration, the only thing that you need to focus on is your individual business needs. We take away all the pain, cost, time and resources of vendor selection, due diligence, and compatibility issues. And, because you can get up-and-running on Packet8 in a matter of hours, you never lose focus on your customer.

Implementing and Integrating Contact Center Technology

Typical Implementation/Integration Considerations

Once you have selected your vendors, you need to put together an implementation plan where you would mobilize your technical people (or hire an outside system integrator) to plan the integration and implementation of the different solution components that you selected. You may also need to send some of your people to specific vendor training to make sure that they are knowledgeable with every component that you will be integrating. Part of the challenge you will face is that, although you have a clear understanding of your requirements it might be particularly difficult to implement with your selected vendors because they were not designed or optimized to work together. A common example might be that the phone switch you selected was not designed to work with the email router which was not designed to work with your CRM solution which was not designed to work with your fax server and so on. As you can see, there are numerous points of potential failure in the integration effort, and for this reason, many integration efforts are never fully realized.

The Packet8 Advantage

Through the Packet8 Complete Contact Center you have access to components that are already integrated together. This saves you time and money. You don't have to plan or budget for an integration project. Additionally, you do not need to track, maintain and implement product updates from different vendors. Packet8 provides a complete solution and ensures that your contact center is implemented quickly, with all of the personalization that you need. In other words: No Software + No Hardware + No investment = Total Success. This product adoption strategy allows you to be up-and-running much faster and much cheaper. If you need to interface an existing app we have Web-APIs that let you integrate virtually any application with the Packet8 Complete Contact Center. With Packet8, the vast majority of new customers are taking full advantage of every available contact stream within a few hours of first contact with the product.

Typical User Considerations

In traditional contact centers, once your contact center technology is implemented and you have integrated all of the required applications, you have to train your users (call center managers, administrators and your reps) on all of the products integrated into your solution. This is a challenging task for anyone. The training can't even start until after a training guide is distilled from all of the various products used (i.e. PBX, IVR, CRM, ACD, etc.). This process is often longer and more complex than creating, compiling and executing the training sessions. But that's not the end of it: whenever there is an upgrade to one of the components in your contact center, you have to update your training manuals and deliver new training to your representatives.

The Packet8 Advantage

Designed by a leading usability expert and designer of the Apple® interface, Packet8 Complete Contact Center is designed to be easy to use. Along with our online training guides, this means that your users can reach a high level of productivity much faster than a contact center that has multiple applications glued together. Typically, within 2 days all agents are fully productive on all functions of our Contact Center. When new functionality is added, it is done in a seamless manner in order to ensure high productivity of your representatives.

Maintaining the Contact Center

Typical Maintenance Considerations

One of the biggest hidden costs of deploying a contact center is the cost of maintenance. It is essential to employ a telecom expert, a Networking expert and an IT staff to stay abreast of training, updates and additions associated with the different applications in your contact center. Even a simple function such as adding a new agent is an administrative challenge in a traditional contact center. Staying with that example, it can take days to properly provision an agent in the PBX, CTI, ACD Email router, Reporting system, and any other system that you may have. If a mistake is made during the provisioning, your contact center will not function properly.

The Packet8 Advantage

With Packet8, everything is integrated not only from an agent's perspective but also from an administrative standpoint. Adding an agent is a breeze. Simply select his skills and access rights and he is automatically provisioned in all the subsystems (PBX, ACD, etc.) You can be confident that the reporting and management tools are synchronized. A call center manager can provision a rep in the system in less than a minute. This is how effortless it is with Packet8. The same goes for queues and recordings. You can make changes on-the-fly to the configuration of your call or email routing without involving a technical resource. This represents tremendous savings in time, dollars and frustration.

Supporting the Contact Center Users

Typical Support Considerations

In a traditional contact center, the technical people have to constantly carry out projects to improve the contact center's functionality and reliability. Whenever an application goes awry, your technical team must determine if the issue is an artifact of the integration of the various applications or an issue with that particular application. If it is the integration, your technical people have to change how that integration works. If it is the application itself, the vendor of that application must be contacted and a fix provided. Waiting for a fix may translate into having your contact center down or not functioning at peak performance for a period of time. If new functionality is required, your technical team has to schedule and deliver a project plan in order to implement that added functionality. They must ensure it works with all the other integrated applications and components of your contact center. This is a huge investment that is both costly and inefficient.

The Packet8 Advantage

The Packet8 Complete Contact Center has uptimes in excess of 99.9% which is considerably more reliable than any premise-based environment. If a problem with our application is encountered, we have the creative team of engineers that developed the application standing by to provide timely resolution. Packet8 frequently adds functionality to the Packet8 Complete Contact Center, and these upgrades are included in the low monthly subscription fee. Other applications are easily integrated through our WebAPIs. Packet8 is ever mindful of your budget and implementation goals.

Conclusion

Hosted contact centers such as Packet8 Complete Contact Center are becoming more popular for obvious reasons, namely:

1. No upfront capital investment
2. Predictable and low monthly fees
3. Access to technology that was recently only available to the largest companies
4. Quick deployment and scalability
5. Minimal support from your team
6. Easy integration ensures technical success

Packet8

3151 Jay Street
Santa Clara, CA 95054
1.888.898.8733 Toll-Free
1.408.687.4120 Outside U.S.
1.408.980.0432 Fax
www.Packet8.net