



# Sales, to Support to complete Contact Centre

## Leading experts from Purdue University define CRM as:

“The seamless accessibility by internal and external customers to mission-critical company information by the integration of a company’s in-store, telephone system, email, Web site touchpoints resulting in satisfying customer service and/or self-service for initial product purchases, targeted upsells and cross sells, problem resolution and finally, the creation of customer loyalty, value, and profitability.”

FrontRange Solutions offers a unique suite of products encompassing all aspects of CRM.

- The Sales, Marketing & Relationship Management product line featuring GoldMine® CRM helps you win and retain customers by putting valuable contact information at your fingertips.
- Proven and powerful, HEAT® Service & Support helps organisations of all types take their service and customer satisfaction to the next level.
- The IT Service Management solution family offers automated processes and reporting to accelerate response times and improve service levels.

FrontRange IP Contact Center (IPCC) makes the power of the above products ultimately accessible over the telephone, for live people communication as well as automatic self-service. It extends their functionality to provide a complete business application workflow encompassing customer relationship management end-to-end.

“FrontRange IP Contact Center meets our two primary goals for our telecom system: making perfectly sure we don’t miss calls when our operators are busy, and making the most of our customer database in GoldMine to route calls effectively and provide customer information to the person who answers each call. It’s an elegant solution to our communication needs.”

Eric Turner, Sure-Dry Basement Systems

## Customer Loyalty

Building loyalty and lifelong customers is paramount. Your customers expect to do business in a way that’s convenient for them, and they want the flexibility to contact you any time - day or night.

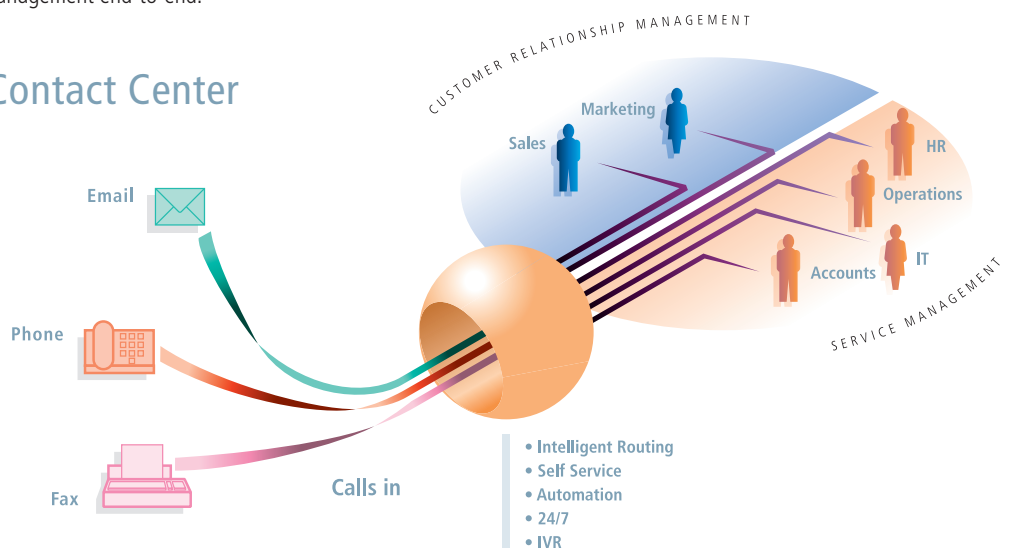
Wait times are dramatically reduced by efficient call routing, allowing the caller’s ultimate destination to be identified by using information from business applications, without waiting in a general queue. Automatic service, improved agent productivity and priority call handling all offer major improvements in response time reduction.

Priority customers can be recognised and handled before other calls based on case or contact records; thereby matching the skills within the organisation to that of your customers’ specific needs.

Having to repeat information is one of the most frequent complaints of customers calling call centres. In IPCC customer data and agent screens travel with the call everywhere, so the next agent has the same screen as the last.

## The FrontRange IP Contact Center Solution

- Increase loyalty
- Ensure quality
- Reduce operational costs
- Drive business growth





Offering 24 / 7 self service access ensures that customers can use automated service options driven by business application information, improving accessibility and reducing load to agents and queue times.

Incidents can be raised without even talking to a person – Calls will be automatically logged with call information, customer information and even a recording as an attachment.

### Raising Productivity

Automation frees up your outward facing personnel for more productive revenue generating work. Self-service applications enable customers to do more for themselves, at a time of their choosing.

Agents' time is saved by an automatic "screen pop" of relevant contact information and case records in business applications. Transferred calls are minimal in typical IPCC installations as caller information and the reason for the call is identified using IVR input and HEAT/ITSM or GoldMine/SMRM data, meaning calls are answered by the right agent, first time. In this way you can be sure that the most appropriate person is handling the call, reducing wasted call-handling time and saving on your overall costs.

Agents can see calls in a queue, along with selected call data, including case and contact information. Calls can be highlighted or separated in various queue monitor folders based on priority or time in the queue.

IVR menu inconsistencies are a thing of the past, immediately visible to the administrator in IPCC "menupick" and "IVR disconnect". These reports show the most and least selected options plus at which point callers hang up the most.

### Ensuring Quality

With IPCC callers can be assured of excellent service - agents are 100% accountable for what they say and how, as IPCC allows scheduled and on demand recording as well as monitoring of all calls.

Recordings have a review rating system that reflects agent's overall service quality and allows managers to use recordings for training purposes. All calls generate interaction records that show full details, down to IVR options selected, and recordings of conversations with agents, which can be used later for research of problem cases. Vital statistics and agent states are tracked in real-time and available via the remote Statistics Console.

Trends can be assessed in perspective, using the web-based Historical Reporting tool or by using a third-party reporting tool, as pre-aggregated chunks of statistics are also saved into database.

*"Ultimately, we'll be able to exploit the potential of the idea of the virtual contact center, where individual consultants are able to take calls from home, for example. We plan to be ready for the growth and possibilities of VoIP by having the technology and the systems in place to make VoIP work effectively"*

Debby Webster. UCS Solutions

### Reducing Costs

"Integration" is the scariest word in the world of communications. IPCC is a native FrontRange application and an integral option for FrontRange Solutions' products, serviced and supported by the same company. This removes the requirement for complex integration work.

No separate voice infrastructure is required for IP telephony. Not only can the existing LAN be used for voice, but SIP Wi-Fi phones can also be used as "campus wireless".

Specialist PBX system technicians are not required for SIP-based IPCC. Being in essence a software based voice data application, IPCC can be administered by data IT personnel.

SIP Softphone is included in IPCC, so buying desktop phones is a choice, not a requirement that can run up a considerable expense.

PBX is not required. A SIP PBX is included in IPCC as standard. Any existing SIP switch may also be used.

IPCC is based on open standard: SIP (IETF RFC-3261). Gateways and phones from different vendors can be used in the same system. No special telephony boards are required. The product runs on regular PC server.

## IP is future-proof. SIP is an open standard and is here to stay.

Call FrontRange to speak to your representative today, and discover the benefits of IP Contact Center.

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