



CallScripter

revolutionising your customer communications

Current Trends in Customer Interaction Management Solutions

White Paper

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Introduction

Everyone can comprehend that managers need to get the optimum productivity from their contact centre staff. The most obvious thing to do seems to be ensuring they handle the maximum amount of calls per hour, or insist they run through calls quickly (and keep the queue size down). Unfortunately, these requirements appear to be at odds with the 'holy grail' of customer service - ensuring an excellent telephony experience for the caller - handling calls in a professional polite manner, having all the answers to their questions at the agents fingertips, dealing with problems efficiently and 'up-selling' that additional extra item (that the caller didn't even realise they needed when they called in!).

So, how does one reconcile these two competing elements? Well it is possible - the advances made in Customer Interaction Management (CIM) systems over the last few years have allowed contact centres to greatly enhance the customer experience whilst also increasing agent efficiency (and keeping those queue times low).

This document discusses this trend and looks at where the CIM market is going.

What is CIM?

Before we dive into the detail, it is probably a good idea to define exactly what is meant by Customer Interaction Management (CIM).

Companies need to manage inbound and outbound interactions as efficiently as possible. Nowadays, these interactions happen through many channels including telephone (voice, SMS and IVR), e-mail and web chat. Inbound interactions involve the customer calling because they want something at that time – information about a product or help with a problem. This presents an opportunity for the contact centre agent to interact with the customer who is ready to share information. Outbound interactions, on the other hand, are used to target particular customer groups based upon the data a company holds about them.

The success of both inbound and outbound interactions depends to a large extent on the companies understanding of the customer. CIM is therefore all about ensuring the most effective and efficient dialogue with that customer. This is achieved by creating a single interface into the companies various data sources to ensure a consistent professional approach, one that is precisely tailored to the customer's needs. The CIM system will change in real-time the information displayed to the agent based upon the service the customer requires (and the communication channel used).

Where does scripting fit in?

CIM software is used during the interaction between the agent and the caller to 'define the customer journey'. Typically this 'journey' is dictated on the agent's desktop computer by a series of interlinked screens called a script. The script guides the agent through the customer interaction by suggesting the words to say and providing fields to be completed at each stage of the conversation with the caller. So, the first page will usually be a Welcome page – something along the lines of 'Thank you for calling, my name is Geoff, how can I be of assistance today?' or 'Good afternoon, I am calling from Bargain Discounts. Would you be interested in this week's special offer?' The page will then contain multiple links to further pages, each designed to give the agent the information needed and gently guide the caller through the interaction process in the smoothest most professional manner (and sell them that vital 'up sell' I mentioned earlier).

Figure 1 - Scripting helps define the 'customer journey'

CIM systems enable the person building the interaction flow path (the script designer) to create a script that caters for the customer's needs, wants and requirements. The script pages can contain many items that help the agent perform their task:

- Conditional branching
- Calculation builders
- Calendars and diary booking systems
- Check and validation boxes
- Database connectors (for interfacing into back office CRM systems)
- Decision trees
- Email from script
- Images and colour schemes
- Live web feeds (for example currency rates via XML)
- Objection handling notes
- Payment gateways Postcode integration
- Questionnaires Rescheduling of calls Selectable lists
- Shopping baskets
- Telephony integration
- Web integrations – Google Maps™, Twitter™ campaigns, general social networking etc.

As an example, the results of a postcode enquiry at the start of a questionnaire script may cause the CIM logic to alter the questions asked depending on the region the caller is from.

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The ability of the script to lead the agent through the interaction with the customer has led to a fundamental shift in the way contact centres operate.

The rise of the bureau contact centre

The contact centre industry has historically been split into two distinct arenas – the private and public sector.

On the private sector side the market was dominated by larger contact centres (typically 100+ seats) with groups of agents handling calls on dedicated desks – that means the agents in the group are specifically trained to handle just the one type of call. Each desk (or group of agents) had to be separately managed and staffed. If one desk had a busy week and call queuing times were long, it was impossible for the contact centre managers to move agents from other, less busy, desks (groups) to help as these agents were not trained to handle the account calls.

Public sector (local government councils etc) by contrast traditionally handled caller's enquiries by passing the call (and the caller) from department to department until they have found the right person to answer the callers' enquiry. Something I am sure you will have had personal experience of!

Scripting has changed both these environments totally and led to the rise of the 'bureau contact centre'. In the bureau environment, the agent is expected to take calls from a wide variety of different callers and campaigns. As the call is passed through to the agent, an on-screen 'script' is popped automatically on the agents computer by the telephone system. The script content is determined by the incoming number called (or outbound campaign) and tells the agent exactly what to say and how to handle the call.

Applying the bureau philosophy to the two scenarios outlined above, in the private sector agents can handle multiple accounts across many campaigns. Whilst the first call handled by the agent that day may be for one account, the second and third may be for totally different campaigns– this gives a huge economy of scale advantage to the contact centre, greatly reducing their staffing requirements and allowing them to cope with spikes in demand more efficiently. On the public sector side, a single telephone number can be published for all enquiries and either an IVR (press '1' for car parks, '2' for council tax...) can trigger the appropriate script in the contact centre or the agent can run a different script for each department. The script guides the agent through the call, asking pertinent questions and taking all relevant details before assuring the caller that their call is being dealt with and passing the relevant details (by e-mail, SMS etc.) to the appropriate department after the call.

Scripting can help both the agent within the contact centre and the customer at the other end of the line. The following sections show how this is achieved.

Enhancing the customer experience

The general public and businesses talk to contact centres all the time for a wide variety of reasons. Sometimes it's a positive experience – they are making a charity donation, buying clothes, booking a holiday and the caller is 'upbeat'. Sometimes the situation is far different – the caller is reporting an accident, is angry, owes money or needs to rearrange an appointment. Whatever the reason, the customer experience is vital. This is an area where a scripted solution can really empower the agent and enhance the customer experience.

Standardise how the caller is handled

Your contact centre agents handle calls in a variety of ways. Some agents like to chatter away for hours, discussing their latest holiday plans with the caller whilst others, particularly those that have had a lousy weekend, are grumpy and answer customer enquiries with monosyllabic replies. Both these situations are bad from a customer experience perspective. By using scripted CIM the agent is presented with the 'approved' words to say at each stage of the customer interaction – these words, which have been carefully chosen by the script designer, present the agent as a professional operator; one who is delighted to be talking to the caller and is keen to help. Whilst each call is by its very nature slightly different, the script will keep the agent on the right track and ensure a standardised level of service.

By involving the top performing agents and training personnel in the script design, the finalised script can be greatly enhanced so that all agents (even the new starters) perform at the top level.

Provide instant feedback to the customer

As the agent works through the script, asking relevant questions and recording the answers within the script pages, a record of the customer interaction is created. At the outcome of the call, the CIM system can automatically run a report summarising the call details in a document (Word, PDF etc.), that can then be e-mailed to the caller whilst they are still on the line.

Emergency call outs

Sometimes the contact centre agent has to deal with an emergency ('Help, I am stuck in a lift') and needs to put an action plan into place. A carefully crafted scripting allows the agent to sooth the distressed caller, assuring them that help is at hand and, once the relevant information has been collected, automatically deciding who best to pass the details onto to resolve the problem. The script can link into rosters detailing which engineers are on call to handle the crisis and automatically page or SMS them with details of the incident. Additionally, should the engineer fail to respond, the CIM software will automatically escalate the call to other engineers and managers, looping around a set workflow routine until the situation is resolved.

Handling different contact mediums

Whilst contact centre agents tend to predominantly handle voice calls the industry is seeing a move towards support for other media types – typically text messaging (SMS) and web chat. Rather than keep these media types completely separate, the contact centre will blend the interaction, trying to convert the text message or web chat session into a voice interaction at some point within the exchange (the idea being that 'people do business with people' and so a friendly voice on the line is far more likely to achieve the desired outcome). CIM systems are invaluable in this instance acting as the common interface controlling the various aspects of the interaction.

As an example, a large newspaper publishing group recently ran a SMS campaign, asking people to TEXT 'gazette' to '60300' in order to receive a free trial of the newspaper. By using a CIM system linked to the SMS database involved, records of people to be called could be pushed into an outbound dialler. The dialler would call the person who sent the SMS and pass the call to a contact centre agent who would use a script to take address details in order to deliver the newspaper. Additionally, the CIM system would periodically scan the dialler system looking for people who refused to answer their phone (say after

three outbound dialler attempts) and would send that person a new SMS asking them to call in and give their details.

Enabling the contact centre workforce

As well as providing the customer with an enhanced experience, CIM systems can greatly empower the contact centre agent.

Unified desktop

The 'happiness' of contact centre agents is an important management consideration. Job satisfaction is closely linked to the ability of the agent to serve the caller. In order to handle the customer interaction an agent may have to access multiple systems (an old back office CRM system, product reference printouts and a credit reference checking website for instance).

All these separate stand-alone systems and bits of paper need to be juggled by the agent during the interaction with the caller. The problem is that a lot of systems still do not 'talk' to each other, requiring the agent to log into each one separately (with different passwords of course) and re-key information from one system into another, each system having a completely different user interface. To work with these disparate systems the agent therefore has to undergo lengthy and complex training – which can be very expensive and time consuming. If less well trained agents are used they end up 'lost' in the systems and have to escalate the call, leading to both unhappy workers and lower customer satisfaction.

The idea of pulling all these different elements into one common, easy-to-use application is something that has been talked about repeatedly within the contact centre environment for years and this is one area where CIM software really has become an enabling force. By removing all the stand alone applications from the agents' desktop and replacing them all with one single web browser based CIM system the agent no longer needs to run multiple applications at once. The CIM software handles all the back-end integration into legacy CRM systems, presenting a single common interface to the agent.

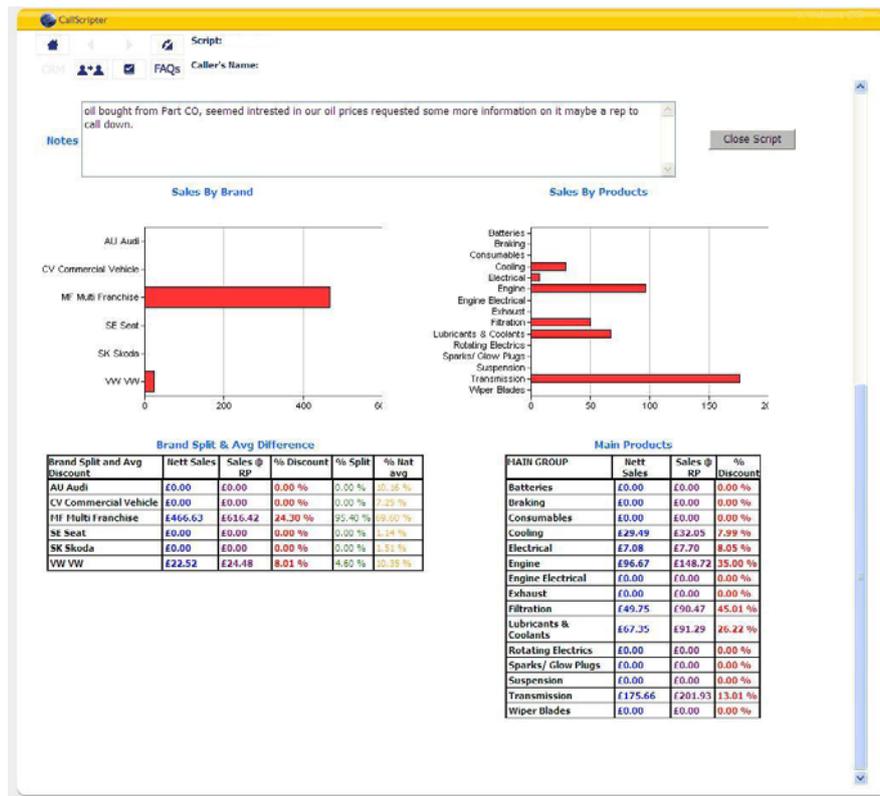


Figure 2 - Pulling data into a unified desktop

Using CIM with an effective scripting solution at its heart to bring all the different systems together makes it simple for the agent, allowing them to serve the caller, giving higher job performance and greater customer satisfaction – all in all, simply 'happier' agents.

Side-note: One recent trend in the CIM unified desktop approach is that it is not only the agent who can utilise the web browser based CIM software – other departments and clients can too. One example of this is clients updating their own rosters/call out plans over the Internet via a web CIM interface.

Enhanced objection handling

One of the great benefits of being a long term dedicated agent is that, over time, one learns the skills needed to gently cajole the customer into doing the right thing. In other words, the experienced agent becomes an expert at objection handling. Now, wouldn't it be great if all this expert' objection handling knowledge was also available to the newer, less experienced staff?

Another big advantage of scripting is that the route taken by the agent throughout the script is recorded, including how long was spent on each page. By looking at these statistics, common areas of the script where agents tend to get 'stuck' can be identified and the script updated to help the call along (by adding extra information, rewording sentences so they ask questions in slightly different ways etc.). This is where the agents with the best knowledge of objection handling can play a vital role in enhancing the whole script process, creating a library of objection handling routines pertinent to the campaign and making them available to all agents at the click of a button.

Ability to handle spikes/peaks in traffic

One of the biggest challenges for the contact centre manager is trying to predict how many agents will be needed on a day-to-day, week-to-week, month-to-month basis. Too few agents and the contact centre enter 'meltdown', too many agents and the wage bill soars whilst profitability falls. One answer to this problem is to hire temporary staff to cover busy periods which, as the following example shows, allows CIM software to be used to drastically reduce the training times required.

Reduction in training times – an example

Accountancy software companies have a major problem. Their customer support helpdesks are generally quiet, needing minimal staffing for most of the year. The exception is a period that they call 'Payroll Year End'. When the UK tax year finishes on 5th April each year, companies must submit their tax returns and accountancy software is used by thousands of companies to get this done. So around this time every year there is a massive upsurge in helpdesk usage as people call in with questions about their company tax returns.

For a four week period the customer support helpdesk will require many more staff to handle the demand. This creates a staffing problem, accountancy software is complex and training new staff to handle helpdesk calls usually takes months. To train, say 100 people for 2 to 3 months to enable them to take calls for just 4 weeks is totally impractical (and costly).

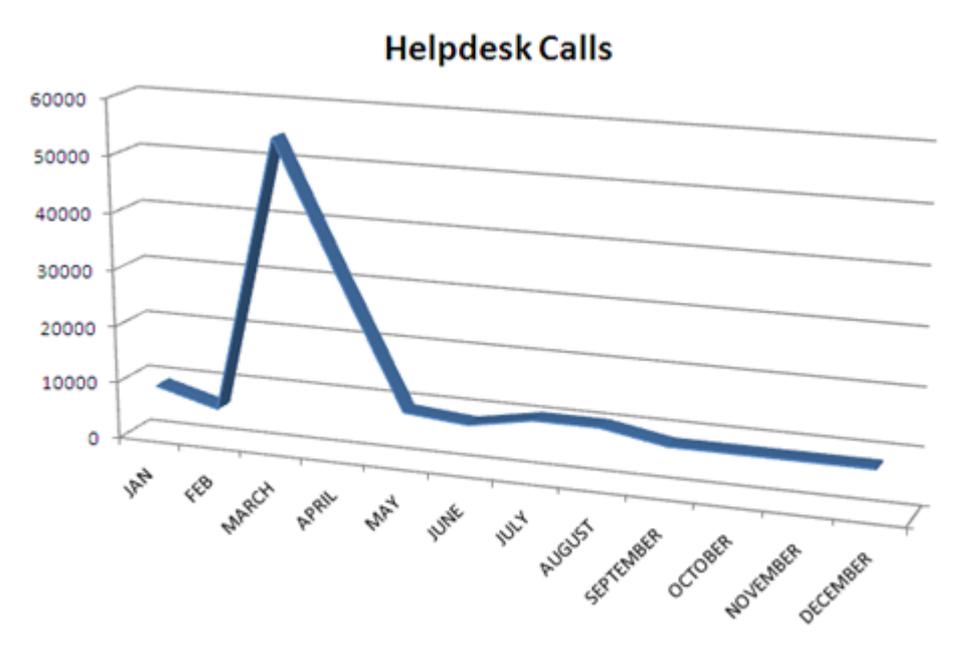


Figure 3 – A massive upsurge in calls during 'Payroll Year End'

The answer is to introduce a CIM system with scripting and convert the whole helpdesk process into a series of script pages, one that covers 90% of helpdesk enquires raised during the 'Payroll Year End' event. By having a script the training time is drastically reduced to less than a week. This means that temporary staff may be drafted in, given a week's training on how to handle helpdesk calls, and then put 'live' on the helpdesk. The end result is a major saving for accountancy companies, who can now successfully handle the helpdesk demand peak over the tax year end period.

Improving the contact centre efficiency

Bureau versus dedicated desk (CIM allows increased flexibility)

As discussed in the previous section 'The rise of the bureau contact centre' CIM software allows agents to handle calls across multiple clients and campaigns. The contact centre manager has the option to distribute the daily workload (both inbound and outbound) within the contact centre, perhaps supplementing one campaign with agents from another less busy one. This increased flexibility allows staffing levels to be significantly reduced whilst still meeting grade of service targets.

Improved first call resolution

Customers expect to have their questions and issues resolved in a timely manner and for this reason first call resolution is an important contact centre metric. A rising resolution rate shows enhanced call quality, improves customer satisfaction and perhaps most importantly, reduces costs due to the reduction in repeat calls.

CIM systems help with first call resolution by allowing complex procedures and technical knowledge to be converted into a series of simple scripted pages, leading the agent through a precisely defined fault resolution path. This method allows non-technical contact centre staff to appear as product experts during the interaction with the customer.

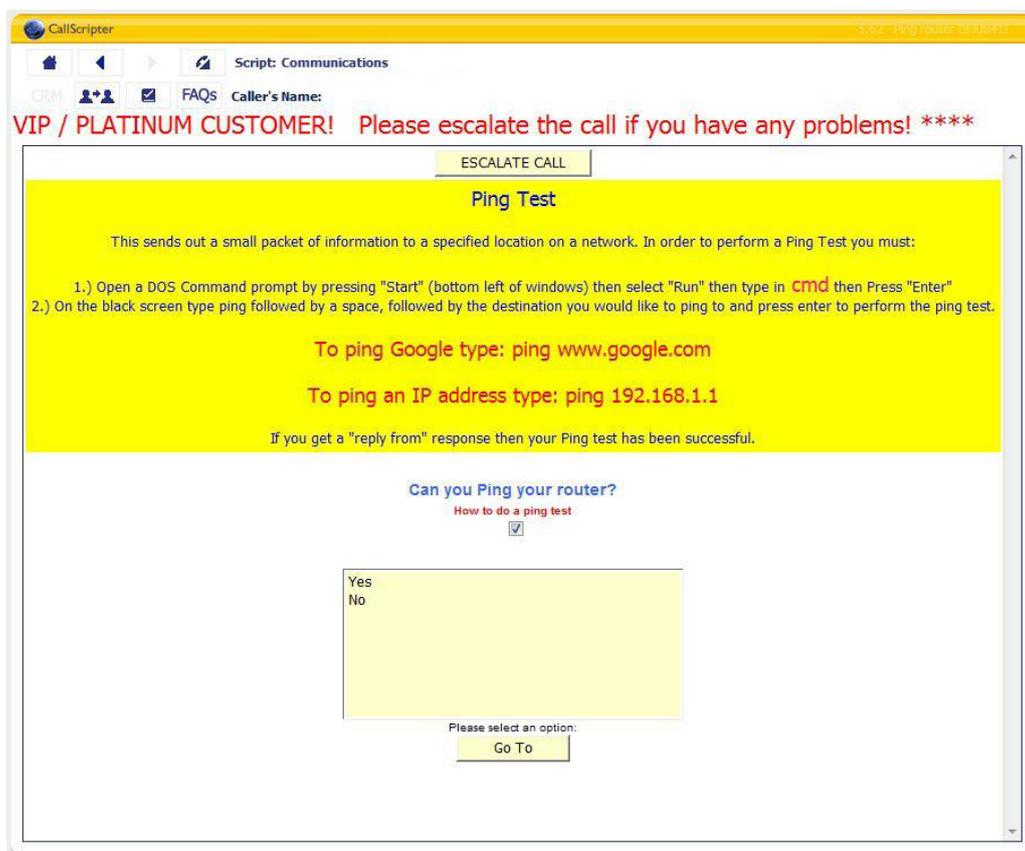


Figure 4 - Technical procedures can be simplified in a script

Additionally, a post call survey can be added to the script to ask 'was your problem resolved?'

Creating scripts is easy

I have talked a lot in this whitepaper about the scripting capabilities of CIM software. Obviously, in order for the agents to do their job effectively, the quality and ease of use of the on-screen instructions (the script) is of vital importance.

Traditionally, creation of scripts was technically difficult, a job that could only be done by a member of the IT department - someone who understood complex programming languages (such as C++ or Visual Basic). This scripting complexity added to the fact that the processes to be scripted were themselves complex, which led to the rise of the 'silo' approach to script building. Each campaign within the contact centre would be assigned to a different IT programmer who would then write the code to generate the script pages. One person may decide to write a system in a language such as Visual Basic, for instance whilst another may be written in Delphi or Java. The end result is that each scripting system ends up being a complete standalone product, one that can only be maintained by a single person within the IT department – if that person should decide to leave the company then the script becomes virtually impossible to maintain. Another downside of the silo approach to script building is that the creator of the script is an IT person, not an agent or client services representative. It's far better to have someone build the script who understands the product or service being offered and how the agent will interact with the caller than, dare I say, a 'back office technical person' who only understands computer code.

CIM software aims to simplify the whole script creation process by providing a simple graphical interface that allows non-technical staff to 'drag and drop' pages into scripts then add words, pictures, database connections and logical branching into the script pages via simple 'wizard' driven menus. This trend in CIM is accelerating, particularly driven by the emergence of new web based technologies that allow complex processes to be controlled via web pages.

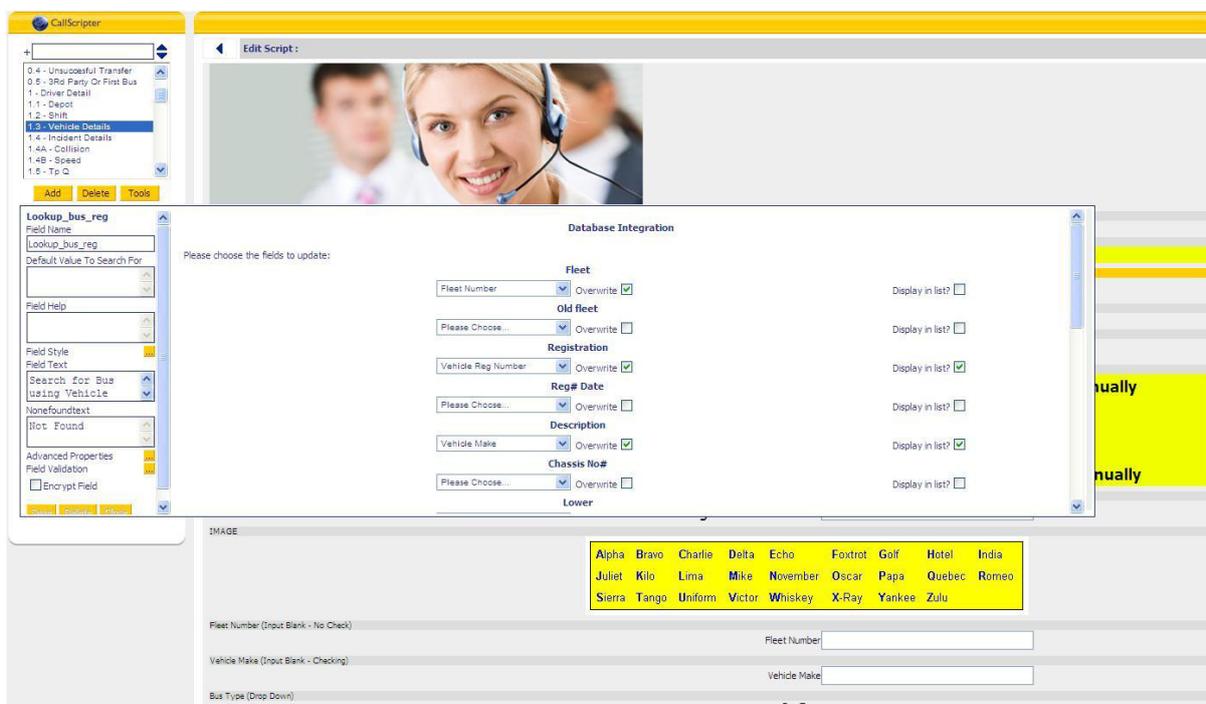


Figure 5 - A wizard makes it easy to connect to old databases

Once a script has been created and launched into the contact centre that is certainly not the end of the story. Scripts change over time, based upon feedback from the customer, agent, clients and the management. It is therefore vitally important that new updated versions of the script can be created and published into the 'live' environment. Again, we are seeing developments in CIM software that allow the script builder to simply 'click' a button to produce a copy of the existing live script for update. Once an update has been completed this newer version can be set as the 'live' script without disruption to any calls currently in progress within the contact centre.

So, with scripts built by Client Services and training teams, (not techies with little customer interaction experience) using simple easy to use graphical interfaces, the whole process has effectively been 'de-skilled' thereby freeing up large parts of the IT department.

Management reporting

As well as providing added value to the contact centre agent, CIM software also provides detailed management information (much of it in real-time) along with both script detail and agent activity reporting services.

For example, in a sales environment telephony vendors will report on how many calls the dialler has made, what the agent talk time was and even a high level overview of outcomes. But CIM reports will additionally include analysis on the actual sales value of those calls, allowing managers to clearly understand which campaigns and agents are being most productive.

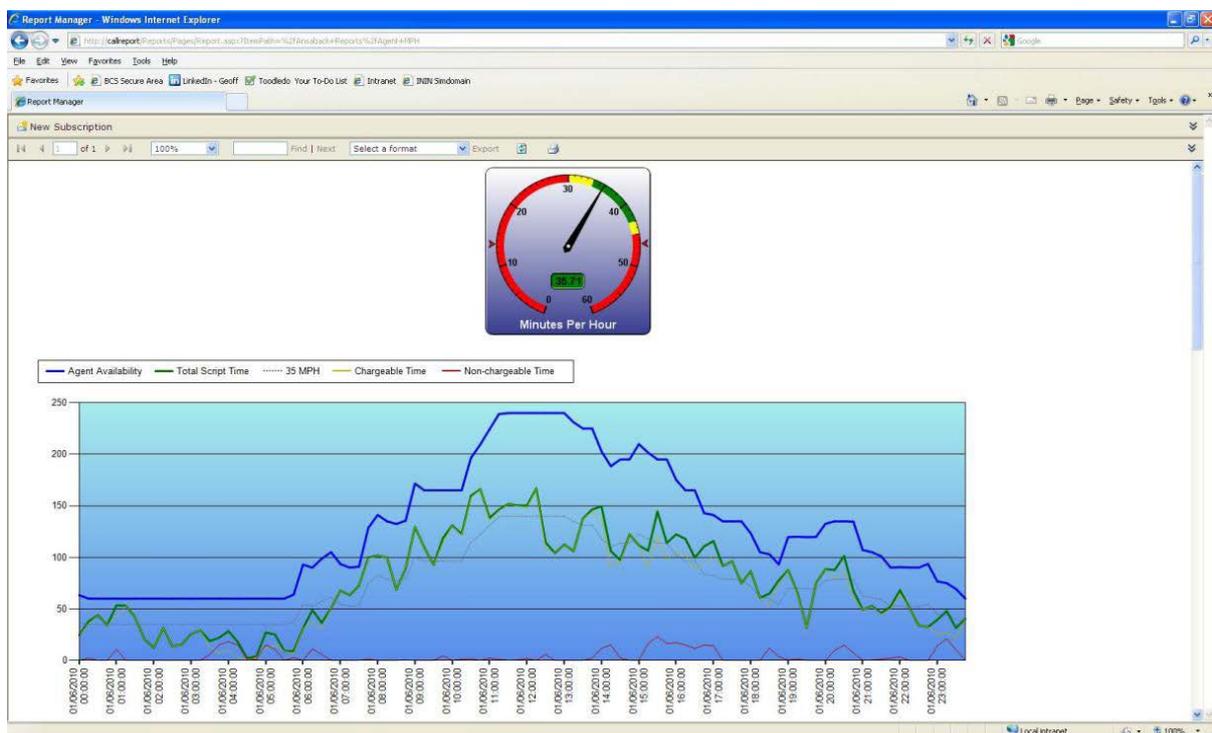


Figure 6 - Management report showing agent activity

Trend spotting – analyse data captured to see type of enquiries, objections your agents are handling.

I think it was back in the early 1990s (at the start of the .com revolution) that business visionaries predicted everyone would work from home and have so much leisure time that they wouldn't know what to do with it! Well, whilst the extended leisure time never happened (in fact we are all working harder than ever), the working from home prediction is finally (15 years later) starting to happen.

There is currently a scramble to move both telephony and CIM infrastructure away from office server rooms and onto remote hosted platforms that can be accessed by anyone with an Internet connection. This move to the 'network cloud', as it is called, offers some really positive advantages.

One of the biggest advantages is the ability to rent, rather than buy, the telephony and CIM software. This renting option is called Software as a Service (SaaS).

What is SaaS?

The idea is that rather than pay the upfront purchase price for the CIM software and then install and maintain it on the company's own IT infrastructure (with all the additional hardware purchasing and support costs that implies), the software is hosted in the network cloud by a third party and rented out on a 'pay-as-you-go' basis.

This renting model keeps costs to a minimum. If your contact centre normally runs with 70 agents with an increase to 120 over the Christmas period, why buy a 120 license package when you can 'flex' up to 120 agents by renting an additional 50 licenses for a two week period each year.

SaaS does not need to be 'all or nothing' – a company can start a small operation up in the network cloud, to support their existing contact centre, and then build the SaaS side of the operation over time.

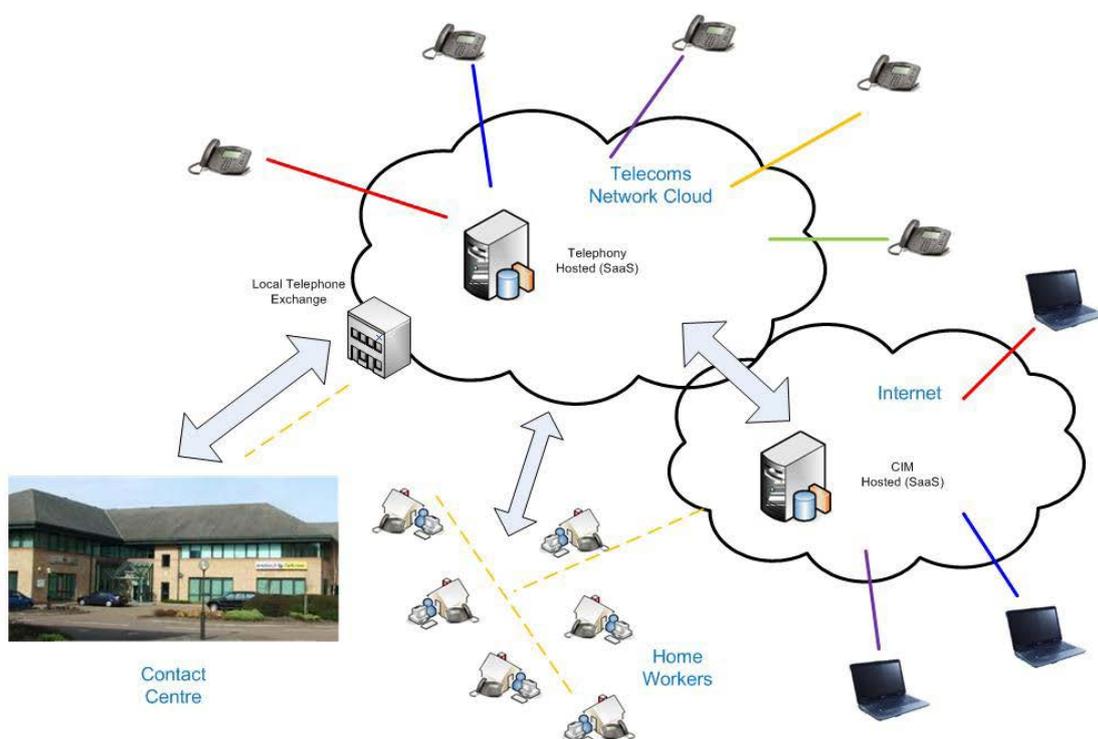


Figure 7 – SaaS and the Network Cloud

Telephony systems are also moving into the SaaS world. Both modern (VoIP) and traditional (ISDN/TDM) phone systems are available on a 'pay-as-you-go' basis. Rather than spend hundreds of thousands of pounds replacing an old phone system with a state of the art one, why not simply rent a SaaS telephone switch, keep your old switch and use it to receive calls, but with the 'clever' bit being performed in the network cloud.

One of the largest expenses of purchasing office based telephony equipment is investing in an outbound dialler. Part of the reason for the high cost is that for modern diallers to operate efficiently it requires three telephone lines per agent in order to run the 'predictive' algorithms correctly. So, for a typical 10 agent outbound campaign the dialler requires 30 phone lines to be in constant use and the dialler has to have sufficient computer hardware built into it to handle all these lines simultaneously. As you can imagine, removing all this expensive hardware and moving to a web based SaaS model becomes very attractive in terms of cost. As a result, CIM system 'plug-in' interfaces into network cloud diallers are becoming very popular.

As SaaS systems are hosted up in the network cloud, and they are storing potentially sensitive information about a company and its customers, then additional security considerations need to be considered:

- Unauthorized access
- Encryption Rules regarding access to data
- Regular backups
- Measures against natural disasters

Homeworkers

The Internet is a tremendous enabler when it comes to home working – this applies to both premise based and SaaS deployment models. Recently we have seen the appearance of totally 'virtual' contact centres, ones where no physical building exists – all the agents work from home. Studies of homeworker operations have revealed some major advantages, one of the biggest being a reduction in sickness and absenteeism by the home working staff.

As with SaaS, a company does not need to move to a 100% homeworker solution, mix and matching of the two works well. Most CIM software is browser based, meaning that it will run without problem on homeworkers computers via a simple Internet connection. Whilst some homeworking agents take calls via their Internet connection, running in 'VoIP' mode, this is not really necessary as network hunt groups can be created that place calls to the longest waiting agent via their home phone.

Again, with modern CIM systems and network telephony, a full suite of real time reporting statistics is available to the 'virtual' contact centre supervisor. Couple this with the reduction in car parking stress and homeworking is a winner.

Load balancing across multiple contact centres

Another advantage of using the Internet and network telephony is that calls can be handled by multiple contact centres run by different companies using a wide variety of different telephone systems and maybe even in different time zones. The Charity and TV Shopping sectors have been quick to utilise this load balancing technology. A charity, launching a new appeal may utilise as many as 12 different contact centres to cope with short term demand. The phone number published with the appeal (typically a Freephone 03 number in the UK) will be handled by a network telephony switch. When a call is made by a person

wishing to make a charitable donation the network switch will hold the call within the network cloud whilst it hunts around for the best contact centre to place the call with. Some contact centres will be 24/7 operations, some will have lots more staff than others and each will charge a different rate for handling the call. The network switch will then distribute the charity calls to the cheapest available contact centre thereby maximising the amount of money that is donated. Each contact centre will have to process the monetary donation, typically by using a payment gateway hosted on the charity website or using networked CIM software, ensuring a consistent message is given regardless of which contact centre takes the call.

Disaster recovery

One final advantage of a web based approach to contact centre operations is that any incident affecting the main base of operations (such as a power cut, for example) does not impact on the services hosted in the 'network cloud' and interactions can carry on unaffected for secondary offices and home workers.

Conclusion

Customer Interaction Management (CIM) systems play a vital role in modern contact centre operations, helping managers handle large volumes of calls and interactions whilst still maintaining an excellent experience for the caller. When implemented within the contact centre CIM allows a company to increase productivity whilst also enhancing the customer experience. The well-being of the agents is also increased as they become confident at handling interactions even when that are relatively unfamiliar with the actual details of the campaign (the CIM system providing all the information as required). This allows the contact centre to move to a 'bureau' type staffing model, assigning agents to campaigns as required and therefore eliminating wasted resource where one campaign desk is overrun with calls whilst another sits idle.

CIM allows companies to move to a 'unified desktop' work environment, drastically reducing training times for agents and enabling new campaigns to 'go live' faster. By standardising how the call is handled and allowing enhanced customer interaction all agents act like your 'best' agent. Additionally scripting helps with first call resolution therefore making customers happy, saving money and reducing agent time.

Since creating CIM scripts is easy, the technical side of the scripting process can be taken away from the 'overworked and expensive' IT department and given to staff with a better understanding of handling companies and the general public. Customer services teams, working with the training department (who now have time to spare thanks to unified desktops) are able to become more involved in the day-to-day running of the contact centre, writing scripts and implementation of best practise screens.

Contact centre managers find they are able to report on all aspects of the client interaction, not just on 'answer times' by implementing CIM. When complex questions are asked such as 'How many people over the age of 50 called from Manchester enquiring about our new 'eco lighting' products and as a result bought the introduction lighting pack?' then CIM systems will provide the answer.

CIM therefore enhances not only the customer experience, but the agent, management and support staff experience as well.

The rise of the network hosted Software as a Service (SaaS) market is enabling contact centres to significantly lower software and infrastructure ownership costs. By adopting a monthly rental model, SaaS allows companies to 'flex' the number of agents they use to meet demand and only pay for licenses used. Additionally the ability to distribute calls across multiple centres and home workers gives companies the ability to outsource the contact centre operation ensuring they get the maximum competitive edge.

Other white papers in the Next Generation Scripting series

This white paper is one in a series on 'Next Generation Scripting'. Discussions revolve around current and forward looking topics relevant to the contact centre industry; with particular emphasis on the customer service environment.

Other white papers currently being planned include:

Using CIM systems for regulatory compliance

The list of rules and regulations covering contact centre operations seems to be continually growing, with potentially large fines for any breaches that occur. Scripting has a major part to play in ensuring that your agents not only act the right way and say the 'right thing', but also allow for full compliance reporting so that management can quickly be made aware of any problems that occur.

This white paper discusses general compliance issues whilst covering specifics such as:

- Financial Services Authority Rules
- Payment Card Industry Compliance
- Ofcom Regulations
- Telephone Preference Service
- The Data Protection Act
- The DMA Code of Practice
- Communications Act

Customer interaction management: all-in-one vs. best-of-breed

The contact centre market has become extremely competitive. Traditionally, telephone switch suppliers would provide a system that just queued and routed calls to the agent (with a little bit of IVR thrown in). Agent support systems (Customer Interaction Management, Customer Relationship Management, Knowledgebase Systems and Workforce Management) were all purchased separately from other vendors. Nowadays, with the competitiveness between each telephone switch supplier, they are all striving to add additional features – things that give their product a competitive edge. As a result all-in-one systems are being offered by the 'big' players.

Do these new telephony systems offer good value for money? Do they contain the key functionality needed to run a modern contact centre and help the agent provide a good customer experience?

This white paper discusses the relevant advantages of 'all-in-one' and 'best-of-breed' models providing a core insight into the issues involved. It provides a thoughtful analysis designed to be used by customers when thinking about investment in new systems.

The author



Geoff Forsyth BEng, CEng, MBCS, CITP, FRSA, is the founding Chief Technical Officer of IPPlus Plc, a British AIM listed company based in Ipswich, Suffolk. The company runs three distinct divisions: CallScripter, a software company producing integrated applications for the contact centre industry; Ansaback, a 24/7 bureau contact centre operation and IP3 Telecom, a network solution provider.

Over the past decade Geoff has advised on specification, project management, configuration and maintenance of both traditional ISDN and state of the art VoIP technologies. Geoff's technical knowledge and know how ensures that this 'thought leader' is

well placed to provide an insightful look into the current and future trends of the modern contact centre.

Geoff is a Chartered IT Professional through the British Computer Society and a Fellow of the RSA.

The company

CallScripter is the next generation scripting tool, designed to maximise contact centre productivity whilst improving both agent and business efficiency.

CallScripter has rightfully gained a reputation as a best of breed CIM software supplier both in the UK and internationally.

CallScripter's background comes from not only producing software but also running a 100 seat 24/7, 365 days a year commercial contact centre. The resulting wealth of knowledge and hands-on experience obtained enables CallScripter to provide relevant 'real world' effective scripting software. Having a sizable contact centre in-house drives forward technological advances and best practice procedures.

CallScripter software solution is fast and flexible and can create the most sophisticated call scripts. Facilitating the rapid set-up, handling and reporting of campaigns, CallScripter's open architecture allows for easy integration into third party applications. The product is available in both a premise and hosted (SaaS) environment.