

# Colt solutions for customer contact

colt

Serve your customers better while improving cost effectiveness

## Benefits at a glance

- **Provide a superior customer experience** - Deploy intelligent call centre capabilities to improve qualification of inbound calls and reduce waiting times
- **Optimise your resources** - Queue calls on the network to free up local resources and allocate calls dynamically to different locations or agents, based on capacity or skill-set
- **Increase flexibility and savings** - Select a cloud-based solution to minimise cost and maximise performance. Alternatively, quickly extend the capabilities of your existing infrastructure without capital investment
- **Take total control with easy-to-use, self-service tools** - Access real-time statistics, monitor call quality and activate new call plans instantly
- **Adapt to new situations in real time** - Offer customers alternative contact channels such as email, chat sessions, social networks or new calling options
- **Increase reliability** - Trust Colt's outstanding support and defined service level agreements
- **Business continuity** - Keep your contact centre running at times of crisis. Re-route calls instantaneously with a user-friendly, drag-and-drop interface
- **Pay as you grow** - Charges are usage based meaning you don't pay for idle capacity

## Half of all customer interactions happen over the phone. But do your customers get the service they expect when they call your business?

With Colt, you can achieve a dramatic improvement in the service you provide through your customer contact centre, while improving productivity and reducing cost of ownership by up to 58%\*.

Colt solutions for customer contact enable you to enhance your existing PBX-based contact centre or capitalise on the full potential of a cloud-based alternative.

## The big challenges

Customer service is key to ensuring loyalty in the marketplace. But organisations with contact centres face a number of challenges:

- Satisfaction levels fall sharply because customers endure long waiting times before being connected to the right agents with the right data
- Contact centre resources are becoming more widely dispersed. Until now, there's been no easy way to integrate workforces and equipment spread across branches and remote locations, including home offices
- Businesses with PBX systems are falling behind. Some platforms are becoming obsolete, maintenance is costly and capacity problems mean calls are lost at peak times – but upgrades are too expensive
- Companies want state-of-the-art contact centre services for their customers but they lack the know-how to minimise costs and risks

## Enhance performance

Colt solutions for customer contact address these issues. You can realise the full potential of your call centre resources to provide a superior call experience for your customers, without capital investment, and while reducing costs.

At busy times, when maintaining performance can be a problem, it is quick and simple to integrate agents from other sites. Reacting to real-time statistics, you can activate intelligent routing plans in an instant to satisfy fluctuating demand.

## Serve your customers better

Your customers will notice the difference. A centrally-managed customer experience means their calls are routed to the right person – at any location – for a speedier resolution.

You get a head-start on each call. Caller line identification (CLI) and interactive voice recognition (IVR) speed up the process and enable you to prioritise calls according to customer type. Database details for customers appear on-screen automatically, so agents can offer a more streamlined, personalised service immediately. Integrated communication tools such as email, text, chat and social networks are also available.

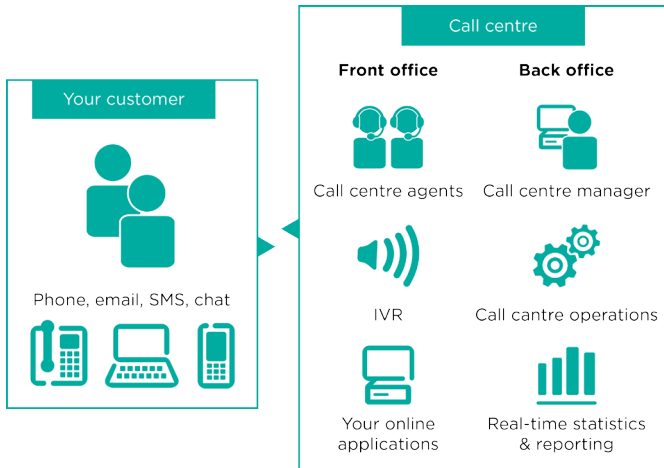
Alternatively, customers can serve themselves by interacting with their own database records and preferences.

## Reduce costs, stay flexible

With Colt, you can save money. Our Colt solutions for customer contact will extend the capabilities of your existing telephony infrastructure without the need to buy further equipment or modify existing infrastructure. Alternatively, our cloud-based solution will minimise cost and maximise performance and flexibility. Extra capacity is available easily from Colt.

## Enrich the customer calling experience

Do you want to enhance an existing PBX-based call centre or capitalise on the full potential of a cloud-based alternative? Both options are available from Colt.



### How can Colt help if I'm keeping my PBX-based call centre?

If you own and manage a PBX system on your premises, Colt can help you to get more from your investment – and extend your call centre capabilities.

You can complement your existing solution with advanced features such as speech recognition, database dips and voice recording. You can satisfy peaks in demand – extra capacity on-tap and intelligent call routing to teleworkers and other agents outside your physical call centre. As a result, you can keep calls 'alive' and improve satisfaction levels, as well as using email, SMS and other media to enrich interactions.

Advanced statistics are also available to help you to stay in total control. In addition, Colt can provide business continuity so your company can keep taking calls, even if there's problem with your PBX equipment or a natural disaster.

### What are the advantages if I choose a cloud-based call centre?

More companies are replacing traditional PBX systems with cloud-based alternatives to maximise performance and reduce costs.

You don't need any equipment or a building for your call centre. Everything is in the cloud. This means zero capital expenditure and no maintenance. Colt hosts everything but you stay in total control, with a powerful web portal and all the statistics you could need.

You only pay for what you use each month – so you can cope with busy periods without wasting unused capacity at other times. New features and upgrades can be delivered on demand.

Our cloud-based solutions can be deployed quickly. There's no hardware or software to install. Everything is separate from your existing IT and telephony infrastructure, helping to strengthen your business continuity and disaster recovery plans.

### With Colt solutions for customer contact, you can benefit from:

#### IN Services

- Number ranges
- Management tools
- Advanced routing features
- Number porting

#### IVR Solutions

- Customised announcements in multiple languages
- Intelligent caller-directed routing and instant call plan changes
- Recording capabilities
- Data capture
- Voicemail

#### Enhanced customer interaction

- Virtual call centre solutions
- Real-time and historical statistics and call monitoring
- Extra capacity, new features and upgrades on demand

- Convergence with web and mobile applications and databases
- Multi-channel customer relationship management
- Security for customer privacy

#### Expert support available

With offices across Europe, Colt will ensure you to get the most from your solution. We offer:

- IVR design and creation
- Custom announcements and call prompts
- 24/7/365 help desk with dedicated technical support
- Consulting for database and IT integration
- Operational training
- Defined service level agreements

\* Anticipated savings in total cost of ownership over three years with full-function, hosted contact centre services for 500 seats compared to premises-based systems. Source: Frost & Sullivan, "Premise vs. Hosted Contact Center: Total Cost of Ownership Analysis"

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