



ultracomms
instinctive cloud contact

Ultracomms

- Started life building a cloud based dialler 11 years ago
- Delivering inbound / outbound & blended services
- Based in Fareham (Hants, UK) operating out of 3 UK datacentres
- In house development team
- Work with organisations with over 20 contact centre seats

www.ultracomms.com

Performance Management – driving lower cost results

3 top strategies...



Performance Management – driving lower cost results

1) Staying in control of calls

Converting inbound enquiries and calls into outbound calls

Using Smooth-Q type services, email, web chat & web leads enables;

1. Less capacity pressure – 1 line per user (or x Kbps of bandwidth)
2. Skill matching
3. Call Planning & research

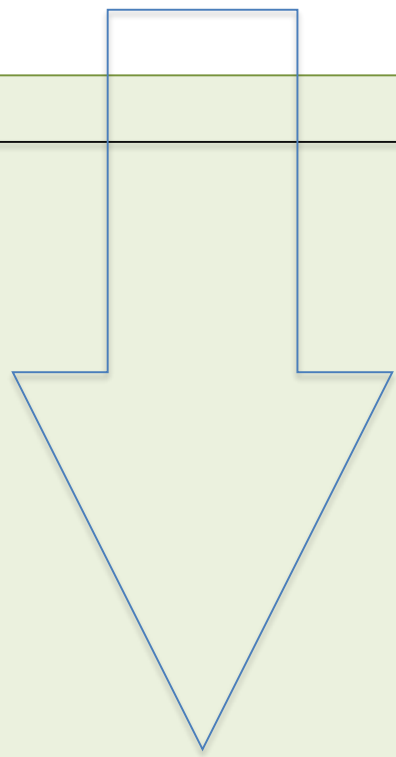
= Increased satisfaction and enhanced performance

Contact types;

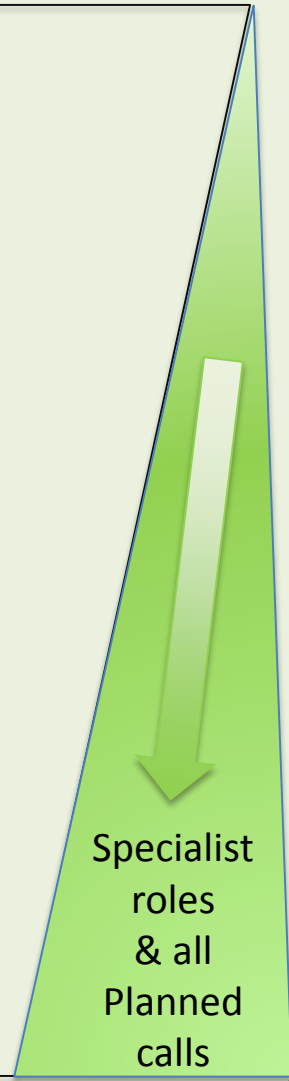
- Outbound
- Inbound

Turnaround Triggers;

- Web leads
- Call backs
- SMS
- Email
- CRM Process



Enquiries &
Process



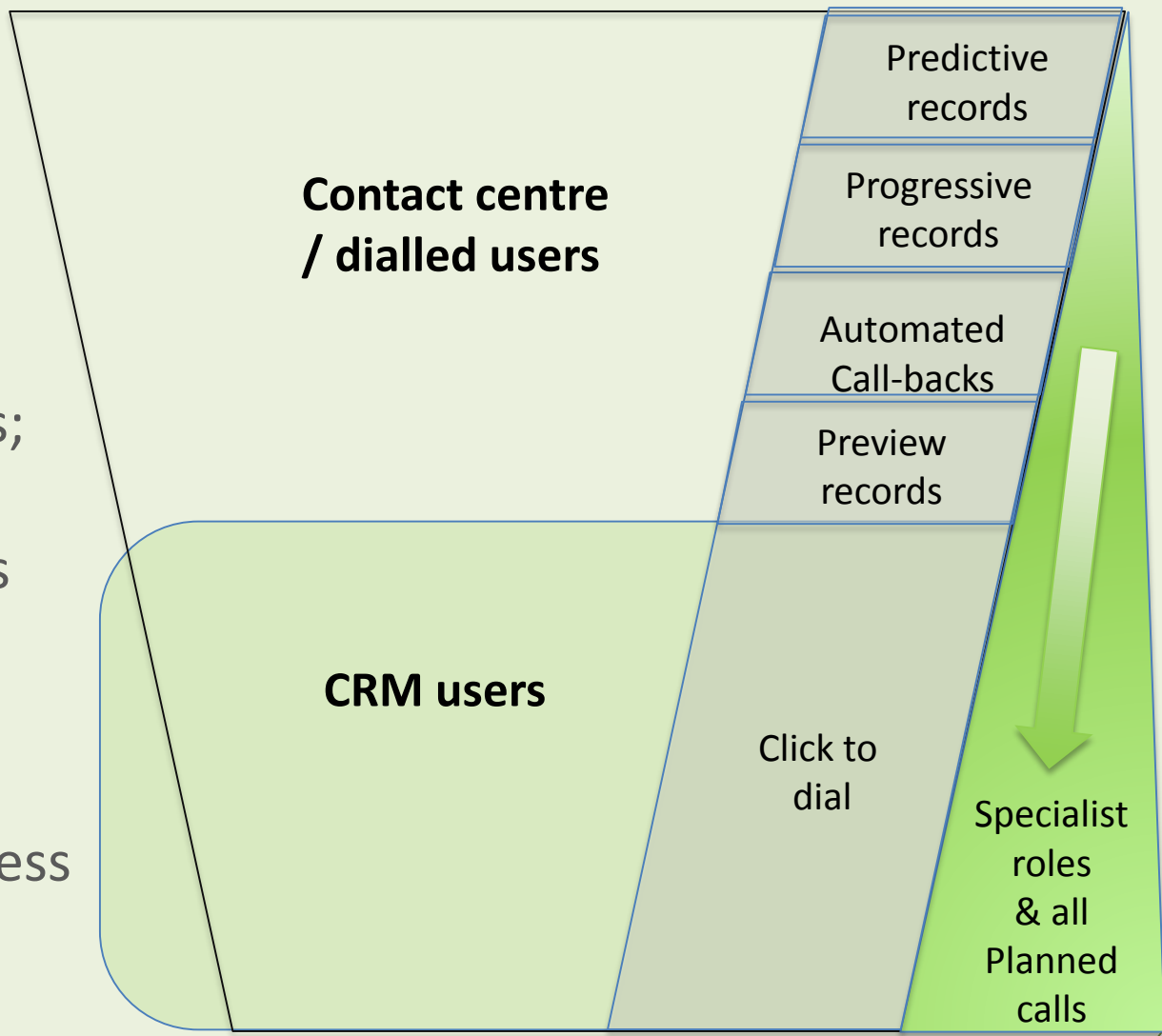
Specialist
roles
& all
Planned
calls

Contact types;

- Outbound
- Inbound

Turnaround Triggers;

- Web leads
- Call backs
- SMS
- Email
- CRM Process



***More control = fewer resources, increased satisfaction
& enhanced performance***

Performance Management – driving lower cost results

2) KPIs – *‘From daily to here and now’*

We are seeing the growing demand for real-time decision making around;

- Resource levels
- List management
- Agent & team and company views
- Achievements & performance

POLL...

Do you provide real-time KPIs to agents / advisors today?

Do have no need for this

We have this today and want to remove it

We don't see the value in this

We will be looking for this in the future

Performance Management – driving lower cost results

3) Deploying the right technical solution

A single joined up technology offering has to be the only path forward via either

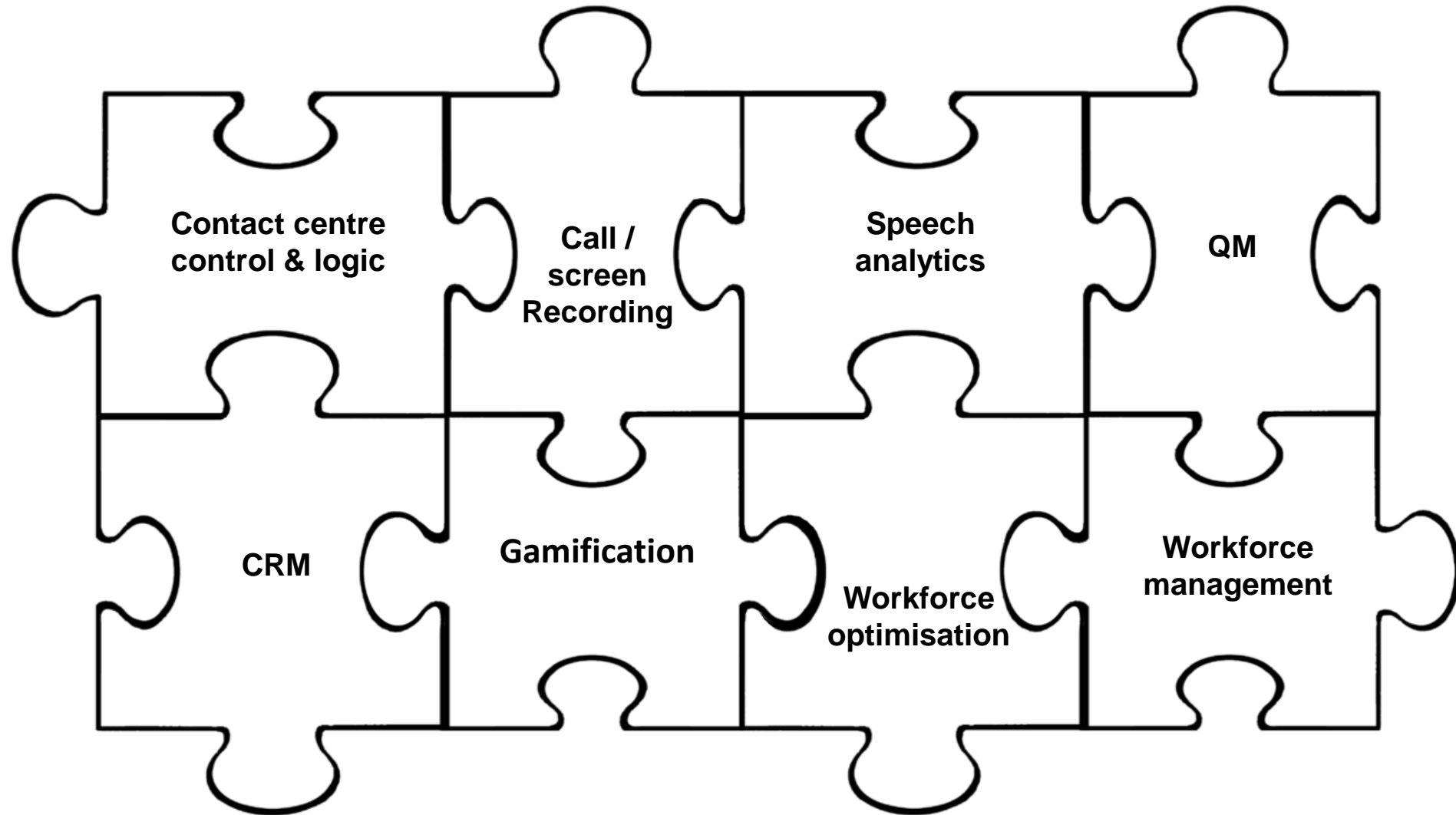
- A single omni-channel solution from one vendor

Or...

- Vendors with an open mind-set and comprehensive APIs

...any other solution type will result in long term pain !

Key components for integration;



Maintaining outbound quality in a performance demanding market...



Having the right technology will save you money and help you perform (...and stay compliant)

PCI DSS – payment security is getting tougher

FCA ...etc – proof points are increasing in number

Ofcom – AMD may be seen as a necessary evil and how does this effect your quality?

- delays in call connections
- lead wastage
- false positive measurement

POLL...

Ofcom are reviewing call abandonment and silent calls

What do you think about using AMD in your contact centre;

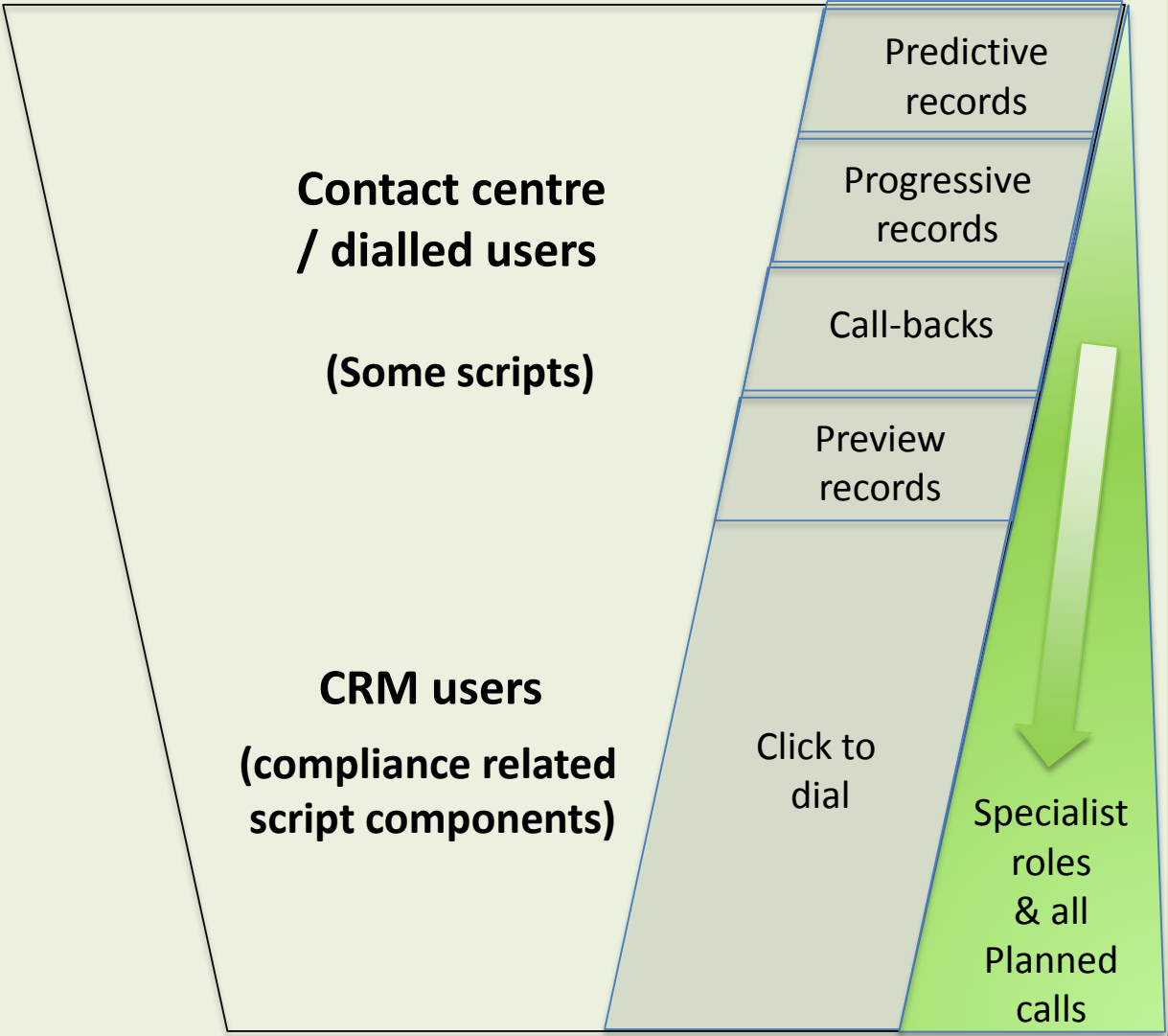
- We have no need for it
- We won't use it
- We currently use it
- We used it and dropped it

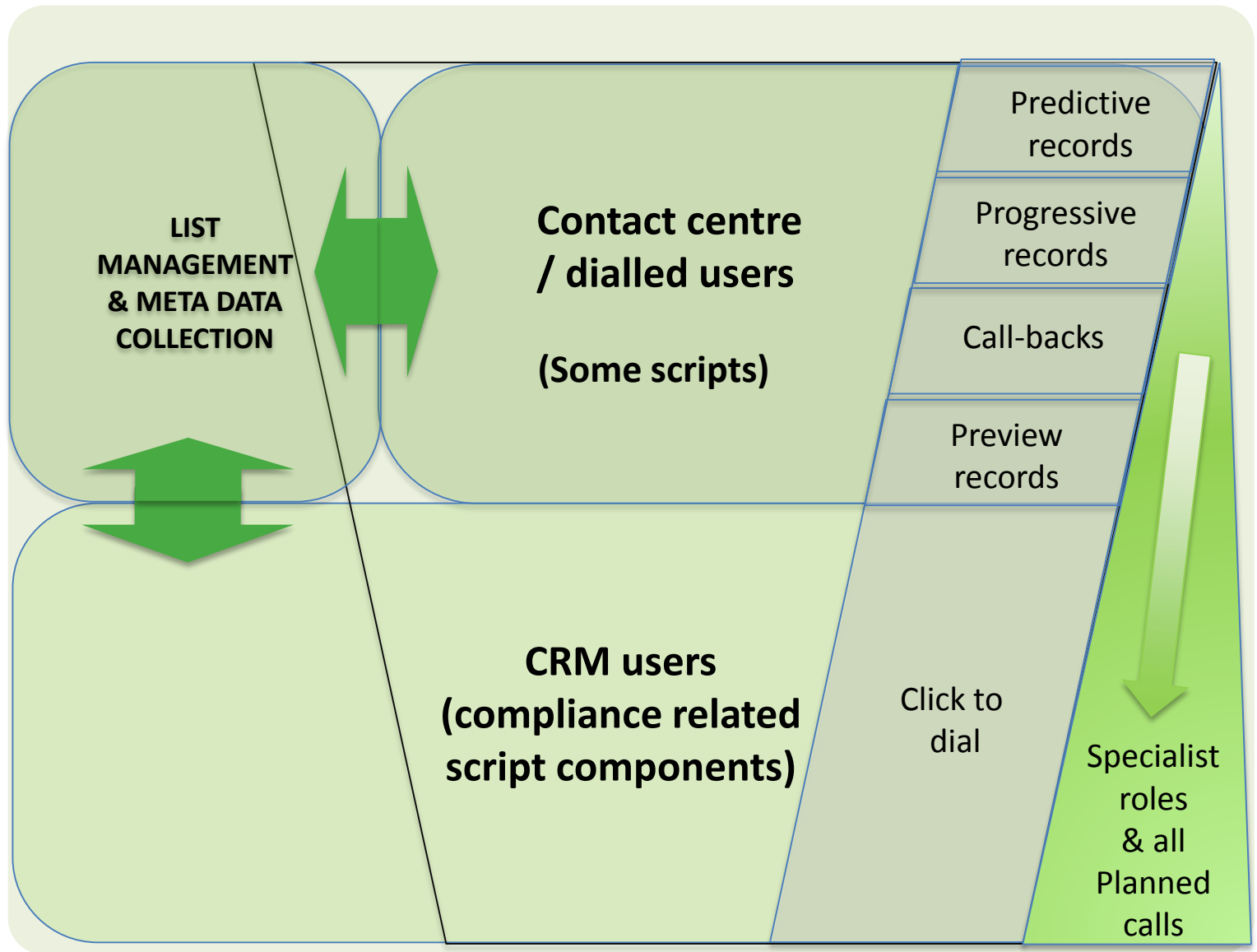
Performance Management – driving lower cost results

Make every call count

Key principle - every contact is an opportunity to learn about or confirm something with a customer or prospect

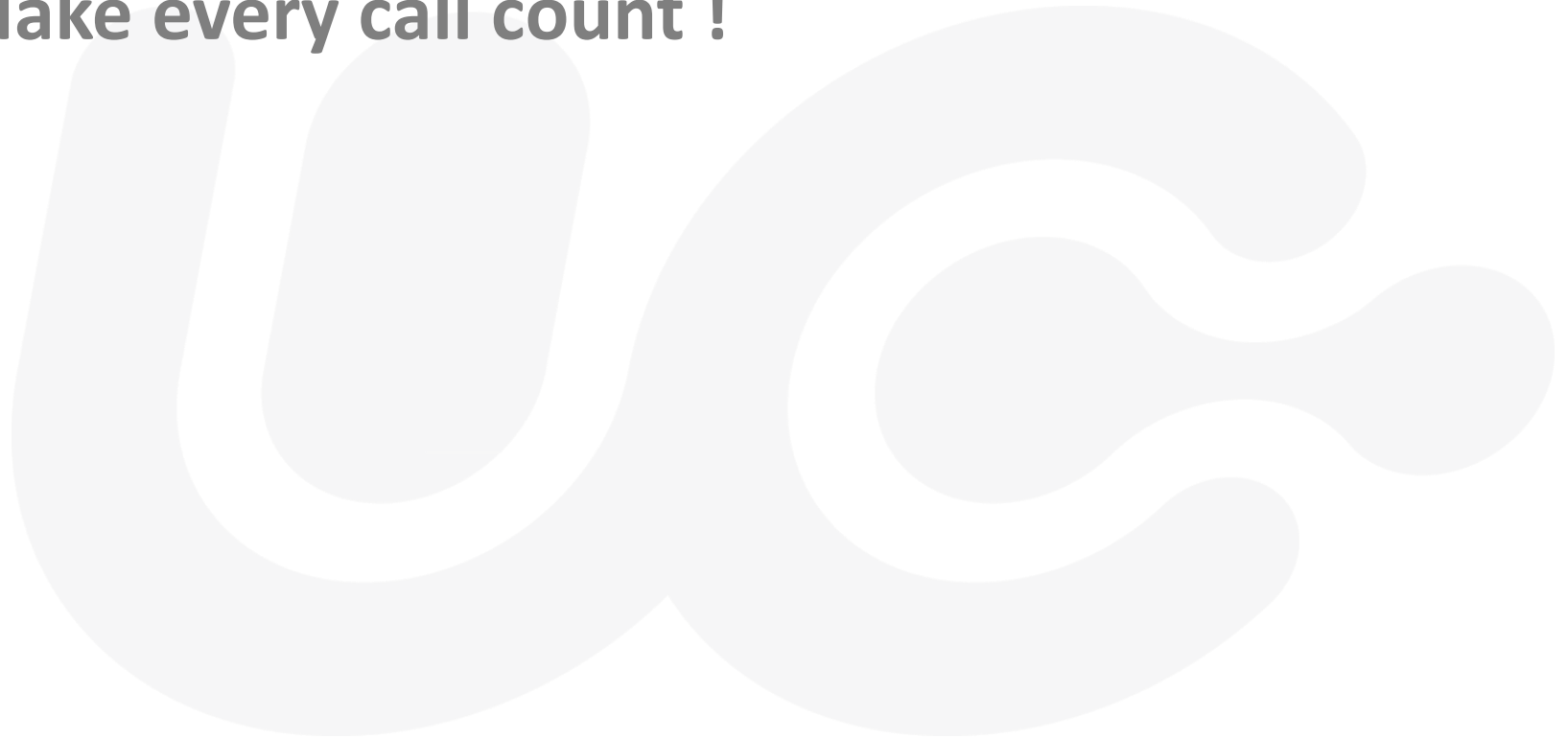
...every call can progress your position to add more value in the moment or for the future





Performance Management – driving lower cost results

Make every call count !



Spotting potential opportunities to improve productivity



Spotting potential opportunities to improve productivity

Financial compliance is getting more taxing on organisations and control departments are growing;

- FCA
- MOJ
- IPA
- PCI DSS



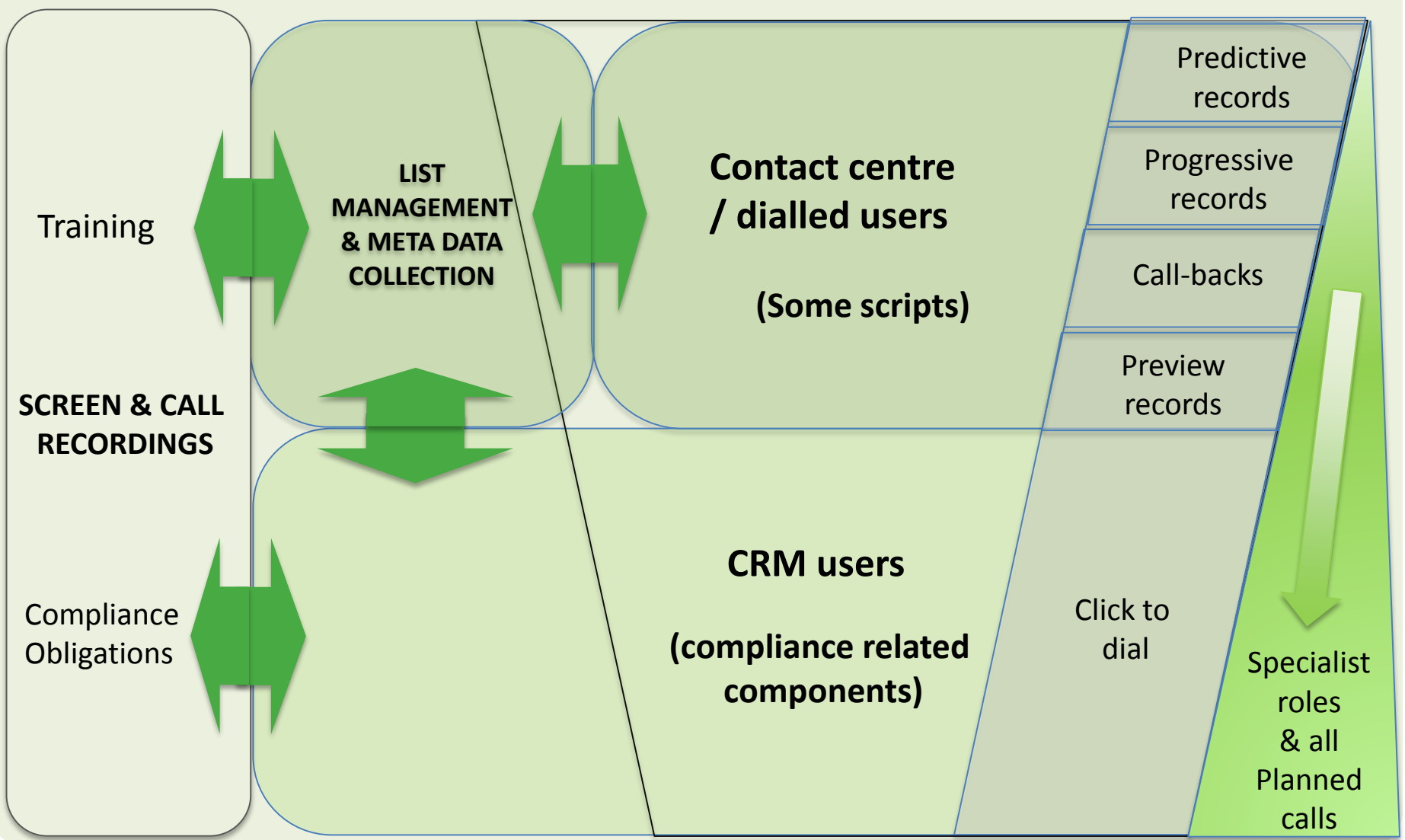
Spotting potential opportunities to improve productivity

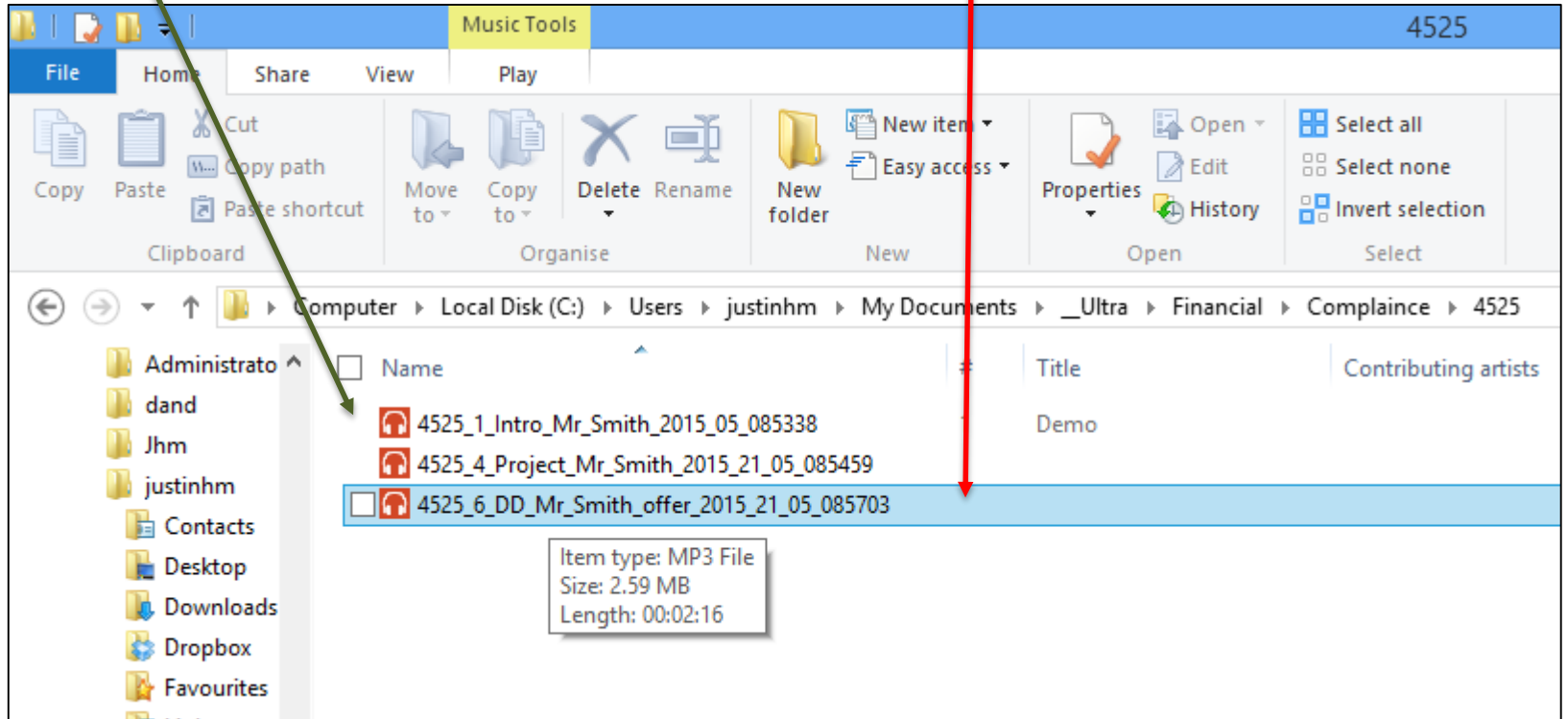
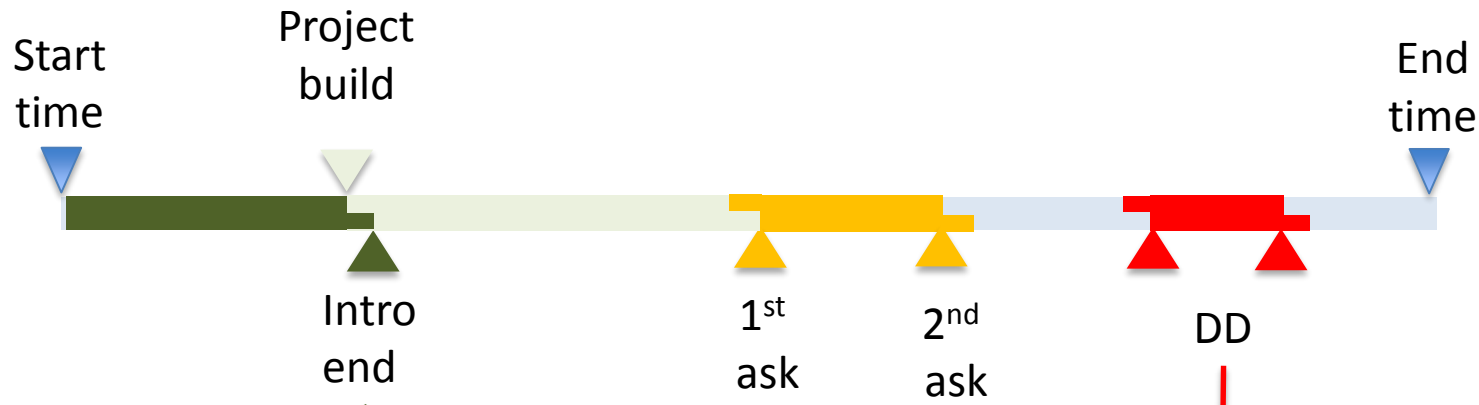
Is this a potential for us all ?

CRM and component scripting

- Can Meta-tagging tagging and snippets drive training and compliance ?

Automated compliance snippets





Example tagging report

Name	DD Compliance				Donations	1st request	2nd request	3rd request
	Intro	Project	Intro + project	(average seconds)				
Natisha Doria	14	25	39	10	9	4	3	2
Otha Hiers	15	23	38	13	8	3	2	3
Bob Wiggin	15	21	36	12	7	2	4	1
Leopoldo Guilbault	13	33	46	11	7	3	3	1
Beckie Gess	15	23	38	12	7	2	3	2
Sue Reider	22	22	44	17	6	2	3	1
Ashanti Rybak	14	13	27	13	6	1	3	2
Delmer Pavia	12	38	50	12	5	2	2	4
Charmaine Batt	14	42	56	16	5	2	2	1
Glendora Spalla	12	32	44	20	5	1	1	3
Brenda Nix	11	11	22	12	5	0	2	3
Jason Stern	10	12	22	6	5	1	2	2
Debra Leeman	13	12	25	11	4	1	1	2
Enedina Leboeuf	11	10	21	12	4	0	2	2
Vesta Lahman	8	30	38	12	3	1	1	1
Flavia Westcott	5	22	27	5	3	3	0	0
Erna Domenick	9	28	37	10	2	1	1	0
Davina Westbrook	8	22	30	11	2	1	1	0
Timmy Deniz	7	30	37	11	1	0	1	0
Totals					94	30	37	30



Effective integration can drive 'safe' performance

Speech recognition vs CRM and component script planning

- Transcribing calls can add significant value
- Retrospective data mining can be expensive and risky
- What are the alternatives?

POLL...

Scripting components and CRM tagging for coaching or compliance

Do you automatically metatag data in calls today?

We do this today

We don't see a requirement for this

This could address some issues we have

This would not work for us