

The TMC logo is located in the top left corner, featuring the letters 'TMC' in a stylized font inside a yellow oval.

# CUSTOMER INTER@CTION *Solutions*®

December 2011 • Vol. 30/No. 7  
[www.cismag.com](http://www.cismag.com)

30  
Years  
of Excellence

#1 In CRM, Call Centers And Teleservices Since 1982™

# 2012

## Buyers' Guide

### Also In This Issue:

- Customer Interaction Space Sees M&A
- Hold-Free Puts a Pretty Face on Customer Service
- Taking a Quick Spin with Interactive Intelligence





**Lisa.**

Not so big on  
piña coladas or  
getting caught  
in the rain.

But she is married,  
has two kids under ten,  
three shoe store credit  
cards, vacations in  
Florida twice a year,  
and LOVES Christian  
music artists.

## Getting to know your customers starts with a **FREE Data Analysis** from InfoCision

InfoCision's dedicated staff of Business Intelligence professionals will help you learn **who your customers are, when they purchase, and what drives their buying decisions**. When you know your customers, you can more effectively reach them with our multichannel marketing strategies.

Using our consumer database of over 132 million household records, InfoCision will provide data analytics to give you unmatched insight into your customers. **We help you reach the right people at the right time with the right message.**

Contact InfoCision today to get your complementary national file review.

To get your free data analysis, contact:

**Jim Moran**

Senior Marketing Analyst

[jim.moran@infocision.com](mailto:jim.moran@infocision.com)

**330-670-5096**

**InfoCision**

Your strategic marketing partner, InfoCision provides multichannel solutions to deliver you a higher ROI. Couple our data analytics with contact center, mail and interactive solutions for superior results.

[www.infocision.com](http://www.infocision.com)

Rich Tehrani, CEO, TMC



## Gary and Mary West: Improving Health Care Through Disruption

For years, Americans have prospered like no other people on earth because our class-free society allowed virtually anyone with a good idea to launch a company, hire, prosper and keep the majority of the fruits of their labor. A competitive entrepreneurial culture further fostered an environment in which successful businesspeople went from being entrepreneurs to serial entrepreneurs.

Even more impressive, so many of these successful businesspeople seem to reach a point in their careers where they don't feel satisfied helping society through their inventions and hiring, they want to focus on problems with society and fix them directly.

Such is the case with Gary and Mary West – two legends in the call center space as founders of West Corp.

As you may know, in 1982 TMC launched the first magazine in the world in the call center space. At the time we called it *Telemarketing*. Of course, it now is the magazine you are reading: *Customer Interaction Solutions*.

Believe it or not, the term call center wasn't coined until the late eighties. And one of our areas of focus was on the outsourcing space, which at that time was done virtually all domestically in places like Iowa and Nebraska.

For decades, West Corp. constantly placed high on lists of contact center outsourcing companies TMC ranked. This past decade the company, which currently employs around 35,000 people, evolved by promoting home-agent outsourcing. That allowed U.S. workers to be more cost-competitive with their international competition from countries like India.

And recently Gary and Mary announced the formation of West Health Investment Fund LLC, a \$100 million fund to provide risk capital to lower health care costs and invigorate low cost health care innovation. The company explains that rising health care costs are an unsustainable burden on our economy and, moreover, that the fund will help bring disruptive solutions to market to help solve the problem.

The initial portfolio of the fund is as follows:

- Biological Dynamics, whose next-generation diagnostics technology may enable physicians to detect cancer from a simple blood draw and rapidly intervene, increasing patient survivability while driving down the cost of care;

- Change Healthcare, whose web-based decision support tool Transparency Messenger provides consumers with personalized views of pricing information and alerts on where to save money on routine health care services including medical, dental and prescriptions;

- goBalto, whose new generation web-based solutions simplify pharmaceutical, biotechnology and medical device clinical research;

- Healthsense, whose in-home monitoring sensors and solutions alert family members and providers of potential health problems before they become acute, enabling seniors to remain healthy and independent;

- Humedica, a clinical informatics company whose cutting-edge analytics for health care organizations delivers a truly longitudinal and comprehensive view of patient care; and

- Sotera Wireless, whose new generation of continuous vital signs monitoring improves the safety of patients on the general floor of hospitals, while at the same time reducing costs.

This announcement comes at an interesting time as there seems to be intense media exposure for a group of a few thousand “occupy” protesters and union members who seem to think that wealthy people and corporations are not contributing enough to society. And when I hear such comments I wonder why the press never asks them – What about the company that invented life-saving cancer treatments or medicines to combat AIDS? What about the company that invented better fertilizers or seeds to help reduce world hunger? And what about the technology companies that helped third-world companies rife with poverty more quickly evolve into first world powerhouses? Brazil comes to mind.

So hats off to Gary and Mary. They have been held in the highest esteem here at TMC for many decades and although I didn't think it possible, they just topped themselves. **CIS**

Executive Group Publisher and Editor-in-Chief  
**Nadji Tehrani** (nadjitehrani@tmcnet.com)

Group Publisher  
**Richard Tehrani** (rtehrani@tmcnet.com)

## EDITORIAL

Group Editorial Director, **Erik Linask** (elinask@tmcnet.com)

Executive Editor, **Paula Bernier** (pbernier@tmcnet.com)

Copy Editor, **Jennifer Russell** (jrussell@tmcnet.com)

## CONTRIBUTING EDITORS

**David Sims, Susan Campbell, Stefania Viscusi**

## TMC™ LABS

203-852-6800 (tmcclabs@tmcnet.com)  
Executive Technology Editor/CTO/VP, **Tom Keating**

## ART

203-852-6800 (cisart@tmcnet.com)  
Senior Director, Creative and Operations, **Alan Urkawich**  
Graphic Designer, **Lisa A. Mellers**  
Production Manager, **Stephanie Thompson**

## EXECUTIVE OFFICERS:

**Nadji Tehrani**, Chairman and Founder  
**Richard Tehrani**, Chief Executive Officer  
**Dave Rodriguez**, President  
**Michael Genaro**, Executive Vice President of Operations  
**Tom Keating**, VP, CTO and Executive Technology Editor/SEO Director

**CUSTOMER INTER@CTION Solutions®** magazine (ISSN: 1533-3078) is published monthly by Technology Marketing Corporation, 800 Connecticut Ave, Norwalk, CT 06854-1628. Periodicals postage paid at Norwalk, Connecticut and additional mailing offices.

— To Subscribe, Call: 203-852-6800 —

Or write to the circulation director at [russo@tmcnet.com](mailto:russo@tmcnet.com). Subscription rates (published monthly): Digital Subscriptions free for qualified U.S., Canadian and Foreign subscribers. Print Subscriptions free for qualified subscribers in the U.S.A. only. For non-qualified U.S.A. subscribers, \$59. All Canadian subscribers, \$89. All Foreign (air mail), \$109. All orders are payable in advance in U.S. dollars drawn against a U.S. bank. Connecticut residents add applicable sales tax.

Circulation Director, **Shirley Russo** ([russo@tmcnet.com](mailto:russo@tmcnet.com))

**Postmaster:** Send address changes to CIS magazine, Technology Marketing Corporation, River Park 800 Connecticut Ave. 1st FL., Norwalk, CT 06854-1628 U.S.A. Canada Post: Publications Mail Agreement #40612608. Canada Returns to be sent to: Pitney Bowes International, P.O. Box 25542, London, ON N6C 6B2, CANADA

**Reader Input:** CIS encourages readers to contact us with their questions, comments and suggestions. Send e-mail (addresses above), contact our Web site ([www.cismag.com](http://www.cismag.com)) or send mail.

We reserve the right to edit letters for clarity and brevity. All submissions will be considered eligible for publication unless otherwise specified by the author.

**Reprints:** For authorized reprints of articles appearing in CIS, please contact The YGS Group, 717-505-9701 or 800-501-9571 x105, [tmcnet@theYGSgroup.com](mailto:tmcnet@theYGSgroup.com).

**Lists:** For list rentals, please contact Jill Olsen at [JOlsen@listincorporated.com](mailto:JOlsen@listincorporated.com) or call 914-765-0700 x 105.

## ADVERTISING SALES: 203-852-6800

**Karl Sundstrom**, ext. 119 ([ksundstrom@tmcnet.com](mailto:ksundstrom@tmcnet.com))  
Executive Director of Business Development  
Eastern, Western, International

## EXHIBIT SALES: 203-852-6800

VP of Events, **Joe Fabiano** ([jfabiano@tmcnet.com](mailto:jfabiano@tmcnet.com))

Global Events Account Directors (Companies whose names begin with A-L or #s): **Maureen Gambino** ([mgaambino@tmcnet.com](mailto:mgaambino@tmcnet.com))

Global Events & Webinars Account Manager,  
**Kevin Lake** ([klake@tmcnet.com](mailto:klake@tmcnet.com))

**Editorial Offices** are located at River Park 800 Connecticut Ave. 1st FL., Norwalk, CT 06854-1628 U.S.A. **Customer Service:** for all customer service matters, call 203-852-6800.

**CUSTOMER INTER@CTION Solutions®** magazine has been the voice of the industry since 1982. It is written by industry practitioners for industry practitioners and is regarded worldwide as the "Bible" of the industry. An annual Buyer's Guide is provided as a feature of the December issue.

Copyright © 2010 Technology Marketing Corporation. All rights reserved. Reproduction in whole or part without permission of the publisher is prohibited.

Customer Inter@ction Solutions® and the TMC Logo are registered trademarks of Technology Marketing Corporation.

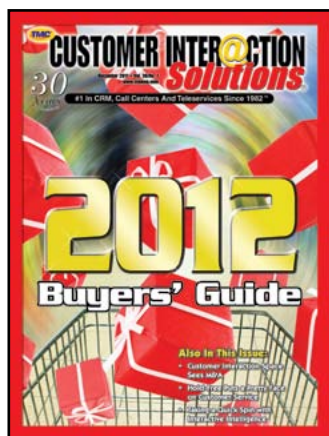
## IN EVERY ISSUE

- |  |  |
|--|--|
| <p><b>1 Publisher's Outlook</b><br/>By Richard Tehrani, CEO, TMC</p> <p><b>4 High Priority!</b><br/>By Erik Linask,<br/>Group Editorial Director, TMC</p> <p><b>6 News</b><br/>By Richard Tehrani, CEO, TMC<br/>Interactive Intelligence Introduces Quick<br/>Spin Cloud Contact Center Trial Portal</p> | <p><b>36 Ask the Experts</b></p> <p><b>38 The Integrated Marketplace™</b></p> <p><b>38 Advertising Index</b></p> <p><b>40 Logout</b><br/>By Paula Bernier,<br/>Executive Editor, TMC</p> |
|--|--|

## OTHER ITEMS

- 8 Innovation Solutions: Knowledge**  
The Intersection of Customer Effort and First Call Resolution
- 12 Innovation Solutions: InfoCision Solutions**  
Shifting from Mass Marketing to One-to-One Marketing
- 20 Case Study**  
Zeacom Answers the Call For Fidelity Communications  
By Mike Gorzik, Service Center Supervisor, Fidelity Communications

## What's on the Cover



## Customer Interaction Solutions Buyers' Guide 2012

pg **22**

## CALL CENTER TECHNOLOGY

- 10 Working Backward Toward Social Media**  
By Michael Schein, Vice President of Solution Development, The Results Companies

## OPERATIONS AND MANAGEMENT

- 14 Innovating the Back Office**  
By Jason Andersson, UC specialist, UCStrategies
- 16 Listening on All Channels**  
By Elaine Cascio, Vice President, Vanguard Communications Corp.

## CRM, BPO & TELESERVICES

- 18 Hold-Free Aims to Improve Customer Service**  
By Paula Bernier, Executive Editor, TMC

To receive free information from our premium advertisers, please visit [freeinfo.tmcnet.com](http://freeinfo.tmcnet.com).



**Jabra®**

"Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road."  
-Stewart Brand



## JABRA ROLLS OUT THE NEW UC VOICE HEADSETS THAT WON'T LEAVE YOU FLAT

Are you about to deploy Unified Communications? Then you will need the corded Jabra UC VOICE headsets. Headsets are an essential tool in the successful implementation of UC voice technology. No matter your level of expertise, the Jabra UC voice products make it simple to connect. Jabra UC VOICE headsets are perfect for companies looking for cost-effective quality solutions. It is a small investment that will bring fast returns right from the start.

**avcomm**  
solutions inc.

As a trusted Gold Partner of Jabra, Avcomm specializes in working with large corporations to develop customized headset programs and pricing based upon our customers specific needs. Call us today to customize a program that's right for you.

866.998.9991 • [www.avcommsolutions.com](http://www.avcommsolutions.com)

Erik Linask, *Group Editorial Director, TMC*



## Five Things Customer Service Operations Need to Improve

As another year comes to a close and I think back to what was the year 2011, we've certainly seen some remarkable changes in the contact center and CRM industries, not the least of which is the elevation of social media to a legitimate part of the customer engagement exercise. The fact is that most companies are now at least considering what social media means to them and how they should handle it.

I see that as a positive.

It's not that every social media mention needs to be individually addressed; more that there can be significant, important trends that can be easily identified with the right analytics. Of course, there are also opportunities for identifying the best individual social interactions to which to respond.

But, despite the attention social media has garnered, and despite the best successes of many businesses in leveraging both inbound and outbound social interactions in increasing customer satisfaction, many contact centers still fail in some basic elements of customer service.

Here is my customer service wish list for 2012:

### #5 Escalation coaching

First call resolution is really the goal of every agent – or first interaction resolution, to be more specific. The quicker issues are resolved the better, as it allows agents to move onto the next calls, reducing both AWT and AHT, and increases satisfaction. In many cases, agents simply need to understand when to escalate situations to the next level of support – and it probably needs to be done more often than it is. This may require a few more level 2 support staff, but it will also allow level 1 agents to handle more calls, ultimately resulting in increased productivity and happier customers overall.

### #4 Appropriate staffing

I get it, there will be periods where wait times will exceed 60 seconds – but the amount of time it can sometimes take to get a customer rep on the line (ahem, Verizon... iPhone 4S launch comes to mind) is simply unbearable. If you know you're going to exceed capacity of your staffing, develop a flexible operation, either through outsourcing or seasonal help using virtual contact center technology. It will allow the addition of a few to a dozen or more agents on a temporary basis to handle the influx of calls for a period. And it will keep all your customers calling about other, more routine issues, happier.

### #3 Agent location

Most customers would prefer to speak to native-speaking reps. Callers from the U.S., for instance, would prefer to speak to some-

one in Madison, Wisc., or Detroit, rather than someone overseas. Just for fun, the next time an agent tells you he is from Detroit, ask if Aaron Rodgers is better than Matthew Stafford. The point is: Hiring agents in-country makes a difference in satisfaction.

### #2 Proper IVR design

This is not a function of technology, but, seemingly, a lack of understanding of customers' needs when they call a customer service center. Just make it work properly. Why can't I get to an agent when I want to? Why does it never give me the options I am looking for? The first choice in every IVR system should be: Do you want to speak to an agent, or would you like to use our enhanced automated self-help system?

### #1 Continuity within customer service organizations

Specifically, I'm talking about the number of times callers have to repeat their personal or account information during a single interaction. When you call a service provider (of any sort), the first thing you are typically asked to do is provide account information and verification of identity. Why, then, as soon as you get to a live agent, do you then have to repeat that information? And why, when you are transferred to a specialist or escalated to a higher-level representative, do you again have to repeat the same information? Over the years, I've asked quite a number of colleagues, friends, associates, and even clients to identify what frustrates them most about the customer service environment. The inability of organizations to deliver data and information to the necessary resources is noted most frequently, by far. Quite frankly, with the technology available today, I continue to be amazed at how many contact centers have failed to implement real-time data into their agent desktop systems.

Technology is great, and it enables amazing capabilities in business and their customer service operations – but only if they are properly implemented. Ultimately, technology is only as good as the people using it. In order to get the most out of their technology investments, companies also need to make the investments in their staff – educate them, give them the tools to succeed, motivate them, then reward them. (As you might expect, CIS will be looking at each of these areas, and more, in 2012).



# WFO IN CONVENIENT SINGLE SERVER SIZE



## Single Server, Resource Conserving, High Performance Call Recording & WFO Solutions

Engage Unity solutions are matched combinations of TelStrat's Engage Contact Center Suite components optimized to deliver complete, no-compromise call recording and work-force optimization (WFO) capabilities on a single server. Ideally suited for small to medium contact centers, Engage Unity solutions provide users maximum capabilities with minimal cost and IT resource impact.

Engage Unity starts with Engage Record and lets contact centers add their choice of speech analytics, screen capture, and agent evaluation/coaching. All together on one server. Single-server operation significantly lowers the complexity and cost of entry for advanced WFO capabilities. Total cost of ownership expenses are slashed, with fewer IT resource needs, reduced power consumption, and overall simplified management. Engage Unity even shrinks a contact center's carbon footprint. So, Engage Unity solutions let contact centers save green and actually be green.

See Engage Unity at:  
Cisco Live! EMEA  
Jan. 30 - Feb. 3, 2012  
London, UK



**Engage Unity. Small footprint. Big contact center capabilities.**



by Rich Tehrani

## Interactive Intelligence Introduces Quick Spin Cloud Contact Center Trial Portal

Coming off the first six months of 2011, Interactive Intelligence enjoyed cloud-based revenue growth numbers of 58 percent while orders increased a whopping 146 percent during the same period. Moreover, the cloud accounted for 26 percent of the company's total new order dollar volume in the first half of 2011.

Company CMO Joe Staples said the following to me in an October meeting in New York, "We are seeing a huge shift toward the cloud. It is talked about in every single deal we are in."

The company started selling a hosted solution in 2005, but re-launched its cloud-based communications as a service, or CaaS, solution in 2009.

When you have a successful service, you always look for new ways to expand in order to bring it to a larger audience. This is why the company has launched Quick Spin – a new trial site that is designed to allow companies to kick the tires of the hosted service before they buy.

Staples explained that some of the functionality has been removed – typically items that require training to use properly. What you get is full unified communications including conferencing, desktop call control and enterprise IP PBX as well as contact center functions such as ACD, basic IVR, reporting, analytics and on-demand recording. Some things not included are predictive dialing, workforce management and post-call surveys.

Joe tells me you can set up the service in about an hour. It supports a total of ten users, three workgroups and five skills. Moreover, you can have 10 keywords or phrases to use for speech analytics.

Here is the interesting part of my discussion. Interactive Intelligence is chosen by customers in part because of its long experience in the market. The reason this is interesting is the company has been in the contact center space since the mid-

nineties, which makes its longevity years longer than many newer cloud-based vendors.

When the company stormed onto the call center scene in the nineties it differentiated by unifying communications across once-disparate boxes for IVR, ACD and PBX. For the first time, you could have a single unified system handling most everything you needed your contact center to do. But for years, the company was considered a newcomer going up against more established players like Melita, Rockwell Electronic Commerce, Lucent, EIS Davox and Aspect. In the cloud-based contact center space Interactive Intelligence now is an established incumbent.

Of course there are other reasons the company is winning in the cloud, such as its use of virtual machines for each customer as opposed to a multi-tenant architecture. Although for most situations multitenancy works well at isolating user sessions, virtualizing each company's sessions adds even greater isolation to the user data that each customer uploads to the Interactive Intelligence cloud. As an added bonus, Interactive allows customers to migrate from the cloud to an on-premises based solution. This feature is obviously a great option for companies that aren't sure if they are ready to move to the cloud forever.

Companies looking to trial Quick Spin will go through a brief qualification phase to make sure they real companies and not competitors, etc. Then they will be off and running with 2,500 minutes of use or 14 days of service – whichever comes first.

Joe tells me companies will likely not use the system in a live environment but rather as a trial system. One of the benefits of note is the supervisor screens and reporting, which are both of production quality, meaning you get a great feel for what it would be like to become a customer.

Naturally, any new technology takes time to be taken seriously, but hearing that all discussions with new customers mention cloud and that 26 percent of the company's approximately \$200 million in annual revenue comes from cloud-based solutions show that as far as customers are concerned, the move to cloud-based contact centers is very real and not slowing down. **CIS**



# Autonomy Speech Analytics

Real-time Solution to Inform and Enlighten the Business

Upsell/Cross-sell  
Customers

Automatic Language  
Detection

Advanced  
Speaker Recognition

Root Cause  
Analysis

**Over 500 Functions**

Sentiment and Emotion  
Detection

Built-in  
Multichannel Analytics

**Real-time Multichannel**

Powered by Autonomy IDOL,  
the world's leading infrastructure  
platform for human-friendly data.

Uses conceptual understanding to  
listen to customers across multiple  
channels (phone calls, web visits,  
social media and mobile).

Improves customer service, drives  
better agent performance and identifies  
opportunities for the business.

For more information, call 800.835.6357  
[www.autonomy.com/speech](http://www.autonomy.com/speech)



**Autonomy**

*The world's hottest  
software company*

# The Intersection of Customer Effort and First Call Resolution

**O**f all the metrics in a call center, first call resolution often has the biggest impact on customer satisfaction, yet it is also one of the most difficult metrics to measure.

Luckily, your customers don't think in terms of metrics. All that matters to them is that they have a positive experience. Like one of our guest bloggers, Greg Levin, says: "Your customers don't actually care if you know how to measure FCR – they simply want you to achieve it."

Though there are many ways to measure FCR, it is difficult to see the whole picture. Some centers use repeat call tracking technology, which tracks if a customer calls back about the same issue. But it doesn't tell you if the customer became so frustrated that they never called back and ultimately left you for a competitor.

Others utilize internal quality monitoring, which rates calls as solved or unsolved, but doesn't take into account the customer's perspective. Post-call transactional surveys are one of the best customer-centric methods used to measure FCR, as the agent asks customers directly if their call was resolved and if they were satisfied.

But there is another measurement that is often overlooked that can have a huge impact on customer satisfaction – the customer effort score.

When you talk about FCR, always consider customer effort. Remember, just because an agent resolves a customer's issue on the first attempt does not mean it was a positive experience for the customer overall. The customer effort score describes how much work your customers have to do to get their issues resolved – regardless of if their issue is resolved on the first call.

When agents are unprepared or unable to quickly access the information they need to resolve customer inquiries, they must often put customers on hold for long periods of time. Other times, customers reach agents after long, frustrating experiences with the IVR or interactions on your website.

Additionally, the types of calls most agents receive today have changed. With all of the self-service avenues available to customers including the IVR and the Internet, calls that require

live agent assistance to resolve tend to be more problematic in nature. One client of ours says that its center's number of problem/challenging calls has doubled in recent years.

Though issues might ultimately be resolved in one live interaction with a phone agent, multiple contact channels can lead to deceptively high FCR rates that leave managers wondering why FCR isn't aligning with customer satisfaction anymore.

To ensure that FCR is viewed in the full context of the customer experience, many leading call centers have comprehensive quality monitoring programs in place to give customers the ability to qualify their experiences. For example, rather than simply asking customers if the agent was able to resolve their issue with one call, additional qualifying questions are asked to determine customer satisfaction levels with the entire resolution process.

Bottom line: Customers want their calls resolved with one call but, perhaps more importantly, they want to reduce the effort required of them to get their issues resolved.

To reduce the effort required of your customers, keep hold times down and create an environment that prevents customers from having to repeat their issue multiple times to multiple agents. Find ways to resolve customer inquiries through multiple channels such as social media and user forums. And when it comes to measurement, look beyond the ability of agents simply to resolve customer inquiries on the first call.

Where the rubber hits the road is with the agents, ultimately. Even though time is at a premium, find the time to make them better. Train agents to handle customer inquiries effectively. Coach them to anticipate issues that will cause customers to call back, and teach them to take pre-emptive action. If agents are knowledgeable enough to anticipate potential call-backs, they can provide additional information to customers to resolve their issues on the first call.

If you make the effort to reduce the burden on your customers, you'll soon see real benefits in customer loyalty and the bottom line. **CIS**

**For information on how to use  
existing idle time to make  
some of these improvements  
without increasing costs,  
visit <http://bit.ly/SU1AI0>**





## Call Center Software Online Community

<http://call-center-software.tmcnet.com>

In today's complex global environment of new technology, product sourcing, and labor markets, Five9's call center software is at the forefront of accelerating call center performance.

The Call Center Software community addresses issues important to decision makers in the call center market. Visitors can find valuable resources such as free product trials, feature articles, white papers, industry news and free consultations.

**Five9 call center software  
applied to your operations  
delivers high-impact results for:**

- ❖ Customer service and support
- ❖ Call center virtualization
- ❖ Sales generation activities
- ❖ Customer insights and experience
- ❖ Business continuity options

Powered by:





## Working Backward Toward Social Media

A few months ago the world lost Steve Jobs, a man who will very likely be remembered as one of history's greatest innovators and entrepreneurs. The influence of Apple's founder extended well past hard technology. He changed the way we listen to music, communicate with friends, and interact with our colleagues. In short, Steve Jobs used technology to transform how we connect as human beings.

Like many others, I was deeply touched by all the reflections that came in the wake of Jobs' death and astounded by how much wisdom there was in the speeches and interviews that resurfaced. During one of these, I heard something that struck me as particularly relevant to the contact center industry.

"You've got to start with the customer experience and work back toward the technology— not the other way around."

Although the contact center industry is theoretically all about people, many decision makers concentrate primarily on technology and data. Increasingly, however, companies that neglect the human part of the equation do so at their own peril. Faced with competition from work-at-home agents, chat and e-mail delivery, and premium in-house services, contact center executives are bracing for change and looking for ways to reposition. One area that has emerged as a way of dealing with this realignment is social media.

supposed to allow me to watch my favorite shows at any time. After signing up, I found that it was taking three hours or more for each show to download. Instead of calling my cable company's customer service line, I decided post my complaint on the company's Facebook page. While I received a posted response from a company technician within the hour, my happiness was short lived. The agent gave an incomplete response, so I entered a follow up post. Unfortunately, that was the last I heard from him.

The incident eventually led me to switch cable companies. More importantly, I posted a statement about the experience on my own Facebook page. From the comments I received back, it quickly became clear that the company will soon be in serious trouble unless it makes some real changes in its social media support practices.

Major companies are making big investments in social media. They're working hard at trying to figure out how to use it. Social media is the hot topic in trade magazines, at conferences, and on panels. Why, then, are so many companies having such a hard time delivering a consistently high level of social media service?

The answer can be found by paying attention to Mr. Jobs. It seems that most companies are starting with the technology and working backward toward customer service instead of the other way around.

Regardless of how expensive or sophisticated the social media management platform or how many people you staff to handle posts, the processes and values that underlie your customer service are what matter most. Maintaining the integrity of the service provided through this channel goes back to providing streamlined training and education that can be delivered uniformly to every agent in

---

**"You've got to start with the customer experience and work back toward the technology— not the other way around."**

---

While just a few years ago the majority of customer service transactions were conducted by phone, more and more people are choosing to seek help online through platforms such as Facebook and Twitter. Unlike phone interactions, the spread of negative opinions through social media is lightning-fast and exponential. One bad Facebook post or Twitter tweet might be seen by thousands of prospects and customers within minutes.

I work in the customer contact industry, but I'm also a consumer. It's in the latter capacity that I've best been able to observe the damage that poor social media customer support can do. For example, I recently purchased an add-on cable service that was

every facility. Instead of simply hiring agents to hover over computer screens and answer posts as they pop up, take the time to build procedures for teaching them what, when, and how to interact with customers via social media. Before you throw money at a shiny new social media management system, plan how you can programmatically train your staff on the unique elements involved in delivering great social media service each and every time.

Steve Jobs would be proud. **CIS**

*Michael Schein is vice president of solution development at The Results Companies (theresultscompanies.com).*



The Jabra logo is displayed in black text on a yellow rectangular background.

# MAKE YOUR CONNECTIONS WITH JABRA!

Jabra's wireless and corded headsets have successfully completed compliance testing with Avaya's 9600 and 1600 series telephones. Jabra PC Suite enables integrated call control from Avaya One-X Communicator, One-X Agent, IP Soft Phone, and IP Agent.

Jabra headsets are recognized worldwide in being first to market with superior technology innovations, and award-winning design and style, resulting in proven unified communication solutions that enable your organization to maximize your return on investment.

Our critics agree, as Jabra is a recipient of the Frost & Sullivan Customer Value Enhancement Award along with Customer Interaction Solutions Magazine Product of the Year Awards for the Jabra PRO 9470 and Jabra GO 6430.



Jabra headsets ensure you and your users will stay connected anytime, anywhere, providing the best communications experience on every call.



A BRAND BY

**Netcom**

For more details on Jabra's complete line of Avaya tested products, please visit us at: [www.jabra.com/Avaya](http://www.jabra.com/Avaya)



# Shifting from Mass Marketing to One-to-One Marketing

In response to decades of marketing overload, consumers have adapted the way they absorb information. Today's consumer hears an operator on the phone or glances at a piece of mail and decides in an instant whether it has value. Messages not immediately identifiable to the individual are promptly cast off into a sea of irrelevant clutter.

As the customer has evolved, so must your business. Companies need to move away from the traditional mass marketing practice of blanketing everyone with the same message (the one-size-fits-all approach), and start connecting with consumers on an individual basis. Customers want to feel that you know them, what they need, what they want.

By embracing a one-to-one marketing strategy, your company can enhance its brand position, improve return on investment, and increase customer retention. Here's where to start:

## Get to know your customers

Every time customers purchase a good or service, they are telling you something – what kind of products they are interested in, when they are purchasing, how they make payments. Through data acquisition, you have the unique opportunity to listen to them. If a customer doesn't respond to phone contacts but responds to e-mail, take notice. It sounds obvious, but a lot of companies don't do it. They ignore the preferences of customers and, consequently, the customers don't come back.

As we all know, it costs more to acquire new customers than to keep current ones. By creating a relationship that your customer feels is mutually beneficial, you can establish a dialogue. From there, you can collect even more data about your customers – how old they are, how many children they have, what their hobbies are, if they vote, etc. Believe it or not, all of this information will help you better reach both current and potential customers in the future.

## Use data to create customer profiles

Utilizing business intelligence to analyze data, you can create customer profiles that will help you up-sell existing customers and court new ones. Think about one of the most basic examples



**By Ken Dawson**

of business intelligence at work – Amazon.com. What does Amazon.com do immediately after you make a purchase? Recommend items bought by customers who made similar purchases.

The more data you collect, the better you can pinpoint customer need. When your data tells you that a particular product is consistently purchased by married men in their early 40s living in urban areas with two or fewer children, guess where you should target your marketing efforts? If you don't have the capability to collect and analyze customer data in house, you may have to look outside. But investing in data, profiling and analytics will make a significant difference in your ROI.

## Employ the data in a way that captures the customer

Once you've attained data and created profiles, the next step is using the information to engage customers. How can you take everything you know about a person and use it to speak to them in the most effective way? This is where technology comes into play.

On the telephone, scripting that was once done with operators rustling through 10 different papers can now be accomplished with intelligent software that moves operators through thousands of different scripts seamlessly. In terms of direct mail, you can craft mailers specifically for the individual – or, more accurately, each individual profile.

If you're trying to sell a customer a new vehicle, show a picture of the exact model the customer currently owns (same color and style), and

channeled effort to meet the diverse needs of your customers. By improving the quality of their experience, custom-

## We've reached an age where technology can actually bring businesses and customers closer together.

explain how the new vehicle would be more beneficial for their profiled lifestyle (e.g., minivan: accommodate a growing family). When an individual flips through a pile of mail and sees something personalized, the chances of the message being received increase infinitely.

### Embrace technology and adapt to fluctuating markets

In the past, businesses were limited to traditional mass marketing techniques by equipment and cost constraints – but that's no longer the case. Technology has made it feasible and cost-effective for any company to employ a one-on-one marketing strategy.

Variable data printing and digital printing allow companies to personalize materials easily, and the web has opened up even greater possibilities. Companies can create personalized URLs so every individual receives a unique experience. For example, our minivan owner could be sent to a family-oriented web page, catered to his profile and interests, while a sports-car driver would be sent to a different landing page entirely.

We've reached an age where technology can actually bring businesses and customers closer together. All these components – teleservices, direct mail, the web – can be used as part of a multi-

ers will form a stronger bond with your organization and, as a result, increase your profit potential. **CIS**

*Ken Dawson is the chief marketing officer of InfoCision Management Corp. Reach him at [ken.dawson@infocision.com](mailto:ken.dawson@infocision.com). In business for over 25 years, InfoCision is the second-largest privately held teleservices company and a leading provider of customer care services, commercial sales and marketing for a variety of Fortune 100 companies and smaller businesses. Along with call center solutions, InfoCision offers business intelligence, digital printing, direct mail solutions and fulfillment services. For more information, visit [www.infocision.com](http://www.infocision.com).*







# Innovating the Back Office

Contact centers have been in the forefront of advancements in telecommunication, collaboration and customer service, being first with contact routing based on skill and experience, enterprise presence and instant messaging, recording, coaching, softphones, reporting, administration, social media integration and so on.

Unified communication, as defined by UCStrategies, is “communication integrated to optimize business processes,” which is what contact centers have been about since the early days. The back office is the focus of UC to bring innovation to the traditional office users. Contact centers handle volumes of contacts, every minute, everywhere. It is a pervasive technology that has enabled new business models and innovation in the market place.

## Taking Another Step – Introducing Now Service

The industry is constantly scanning for new technology innovations – new software updates, features that add new ways for customer interaction to be improved, re-invented, or even over-turned and made new again.

I believe we are seeing the beginning of a new type of view of customer service. We can call it now service.

Now service has interesting characteristics:

- immediate feedback from customers who have an impact on product delivery, development and innovation;
- collaborative service where the customer and the company share the burden in helping users;
- customers who become audiences and fans.

Collaboration is in everything we do. Internal and external boundaries in customer service dissolve. This requires new technology, yes, but most of this is possible today. Customer service solutions have stagnated in its evolution. We are seeing more same-same, and less innovation.

## Immediate Feedback

By enabling customers, devices, applications and service points to send feedback immedi-

ately, companies can react virtually simultaneously as a situation occurs. When a credit limit is reached, the financial institution can communicate this directly to a portable device (mobile phone or tablet), allowing the customer to choose to increase credit levels. An airline with available seats on a flight can offer these to travelers who have entered or are in the vicinity of the airport and are going to the same destination. A car that needs service can communicate with auto shops to negotiate the best price and find a place that is available when the car will be in the area.

## Collaborative Services

Many companies see end users' blogs and external how-to sites as a risk. Collaborative services is the next step in social media where users help each other with product support, tips and tricks, and even purchasing suggestions. These will become an increasing reality in many markets.

Innovative companies embrace them and assist them with product support. These groups can become your audience; they will listen to you, and in turn tell others about you and your products. You will exist in symbiosis to create value. But a company must be engaged and alert, as viral issues can quickly lead to disaster. These groups can also act as your testing ground for a new product or service.

## Audiences and Fans

Companies that view their customers as just a transaction or a post in a CRM system will lose out to those that consider them an audience and fans. These companies will have their audiences close to their heart. They will use them as a marketing tool and make sure they are well informed.

Teach your customers how to benefit from your products and how to use them better. Let your audience hear from other customers and leverage these brand advocates as part of your strategy to win new customers

to enlarge your fan base and increase your worldwide audience.

## Innovate by Collaboration

Innovation is not only to invent “electricity” it is also to improve on someone else's thinking. Maybe you will be able to supply it better, or create a better user experience. Do it together with your audience and with your partners to find collaborative initiatives to innovate.

Collaboration is not a subset of innovation; it is the essence of innovation. Let your whole organization collaborate to improve customer service, products, product-related services, even supply chain, stores and on and on.

## The Border-less Organization

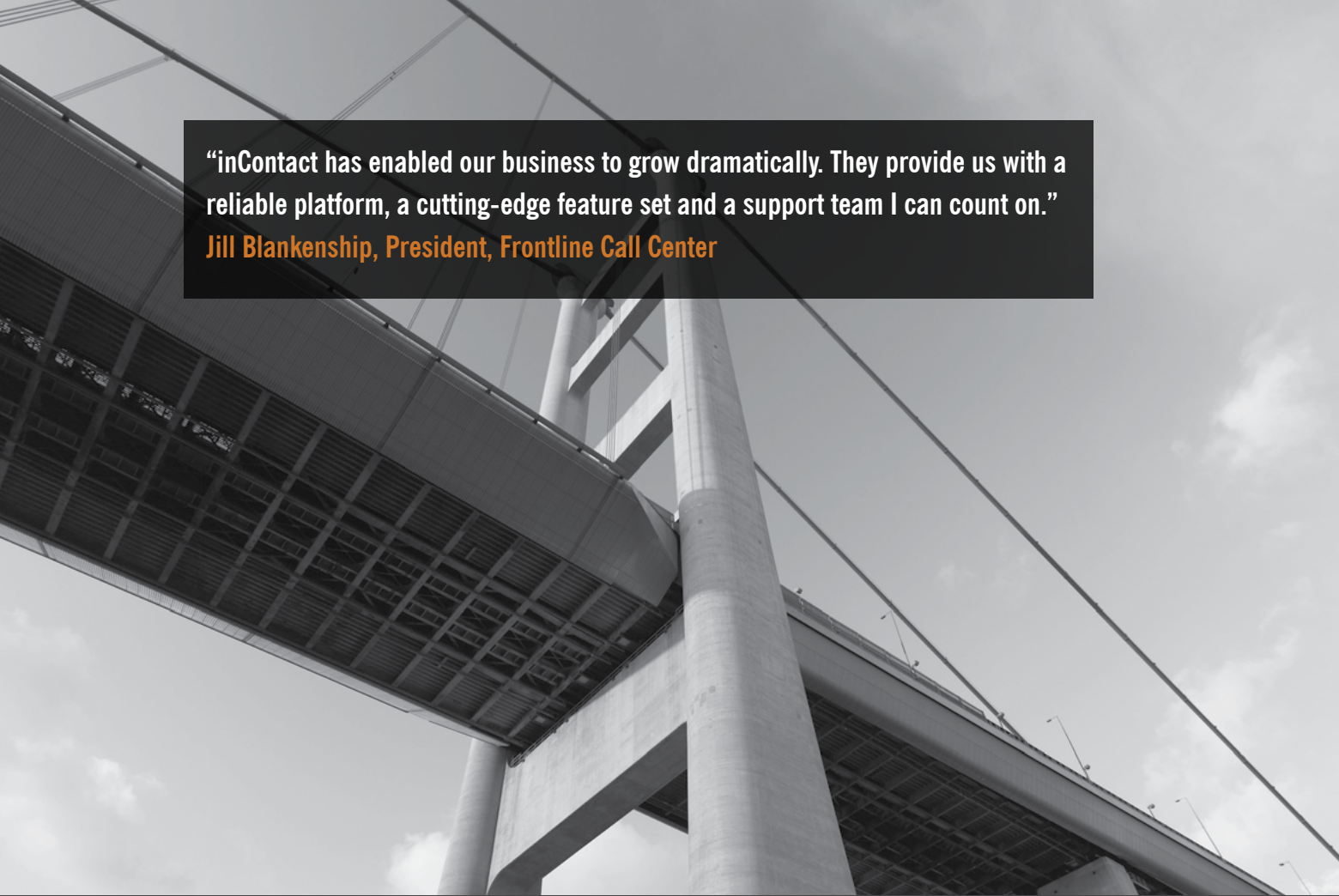
Organizations that do not allow one part of the organization to communicate with another are going to be less successful than those that allow border-less collaboration. Management structures are great to manage people, but not for innovation. A manufacturing company organized teams to identify improvement areas to decrease shipping costs. Teams worked with improving scalability within software and hardware development, but the person who achieved the most innovative and cost-effective solution worked in the warehouse. He came up with a way of packaging the products that saved space and time loading and unloading.

## Reinventing UC

UC is not about packaging features we already know and use. UC is about doing it better, innovating instead of doing things as we always have. You innovate in your back office not by implementing a new product, but by re-inventing how you do your business. Your company can have the innovation the industry is looking for. Successful companies will be the now service organizations with immediate feedback to its audience. They collaborate throughout the organization and invite customers to be part of the process.

Contact centers have innovated the market up to now, let's take it another step. Innovate! **CIS**

*Jason Andersson is a UC specialist with UCStrategies ([www.ucstrategies.com](http://www.ucstrategies.com)).*



"inContact has enabled our business to grow dramatically. They provide us with a reliable platform, a cutting-edge feature set and a support team I can count on."

Jill Blankenship, President, Frontline Call Center

## REMOVE DISTANCE AS A BARRIER

Outsourcers need a competitive advantage to grow. inContact's cloud contact center solutions gave outsourcer Frontline the power to leverage at-home agents and cost-effectively scale their infrastructure to meet business demands, enabling them to triple revenue in only two years.

Learn how you can get results like these.

[WWW.INCONTACT.COM/GETRESULTS](http://WWW.INCONTACT.COM/GETRESULTS) »

or call 866.965.7227 today.



THE POWER TO PUT YOUR CUSTOMERS FIRST

ACD | IVR | CTI | Customer Feedback | QM | Recording | WFM | eLearning



## Listening on All Channels

**W**hether you're designing a mobile app, redesigning an IVR or an agent desktop, you know that understanding – and using – voice of the customer is critical for effective solutions. But you don't have budget or time for focus groups, surveys and all that entails, you say.

My first reaction is that if you don't invest in customer input at the front end, you'll pay a higher cost on the back end in customer dissatisfaction, complaints and defection. My second and kinder reaction is to offer free or low cost ways to capture the voice of the customer that you can do quickly and easily. Use inexpensive or free online survey tools. Focus on identifying the things that are important to your customers when dealing with your company, and the things that can differentiate you from your competition.

Consider new venues for focus groups and quick testing. If you're a retail store

or a bank, you can quickly assemble customers for a discussion. Or you can have customers try out your new website, mobile app or IVR.

Build customer experience maps. Put yourself in your customer's shoes and try to accomplish three or four common tasks. Where are the opportunities to improve the customer experience?

Understand customer lifecycles. Customers may start by browsing and research and move through acquisition to product replacement. Are you missing key moments of truth to

increase satisfaction, build loyalty or get more wallet share?

Base designs on customer segments or at least user tasks. Using personas helps you understand whether the channel and the design are useful and appropriate for different customer groups.

Get as close to the customer as you can. Having customers involved in all aspects of design is seldom an option. So include people who have regular contact with customers on your team – agents, repair and field personnel, salespeople, or tellers.

So next time you think you don't have time or money for customer research, think again. **CIS**

*Elaine Cascio is a vice president at Vanguard Communications Corp. ([www.vanguard.net](http://www.vanguard.net)), a consulting firm specializing in customer experience, selfservice, contact center processes, operations and technology.*



Global Leader in Contact Center Technology

### Maximize Your Results

ACD  
Predictive Dialer  
Unified Desktop  
IVR  
Email and Chat  
Social Media



altitude  
**uCI**

250,000 Users  
60 Countries  
Since 1993



[www.altitude.com](http://www.altitude.com) • [callus@altitude.com](mailto:callus@altitude.com)  
877-474-4499





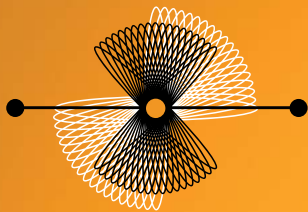
# Contact Center Solutions



<http://callcenterinfo.tmcnet.com/>

**Log On Today!**

A Global Online Community sponsored by:



**INTERACTIVE INTELLIGENCE®**  
Deliberately Innovative

Powered By:





## Not Just Another Pretty Face Hold-Free Aims to Improve Customer Service

**C**ustomer service has become a joke to most consumers, but not a particularly funny one. In recognition of that fact, many businesses are working to make improvements on this front. But that can be an expensive proposition. To help make better customer service more easily attainable, Hold-Free Networks recently launched SaaS-based services that put “a pretty face on customer service”.

Wading through lengthy automated menus only to be put on hold for what can seem like an eternity may be the most dreaded aspect for customers in reaching out to organizations with which they do business. Hold-Free Networks takes that out of the equation by instead enabling consumers to tap into mobile applications from the businesses they want to reach and input personal data with one or two clicks. Individuals then get a screen pop on their mobile device as to when to expect a call from a business representative, who will already have their applicable personal data in hand. This way, consumers don't have to dedicate significant slots of time to wait on hold, explains Lance Fried, CEO and co-founder of San Diego-based Hold-Free.

“We’re going to provide a more dignified solution for consumers when they need live service,” he tells *Customer Interaction Solutions* magazine.

This service component is just one aspect of the four-module solution that Hold-Free can deliver. The company also offers sales, social sentiment and security modules.

The sales module allows businesses to send information and offers tailored to the interests of specific end users. For example, an airline could use this capability to send a customer a notice on her mobile phone that her flight has been delayed. A financial institution, meanwhile, might leverage the sales module to raise a red flag about suspicious activity on a user's credit card. In the process, the sales module helps businesses build customer loyalty and offers them a channel through which to up-sell customers on additional products and services.

“We truly believe service is the new sales,” says Fried.

As for the social sentiment module, that enables end users to provide a 1 to 5 rating of their customer service experience, which they can easily also publish to Facebook and Twitter if they so desire. Hold-Free also is working on a social customer interaction management solution, which it expects to launch next year, that will expand social listening and better enable businesses to streamline and manage the influx of information available via social networking channels, Fried tells *CIS* magazine. He explains that context is the new thing the company plans to bring to the table with this offering.

Meanwhile, the security module is a REST-based service that offers authentication, which leverages voice biometrics, as well as encryption.

Wendell Black, president of sales and business development, says that Hold-Free delivers all of the above without requiring any heavy lifting on the part of the business. Instead, the Hold-Free software works with existing mobile apps and business telephony infrastructure – no integration required.

The solution is aimed primarily at financial services, insurance, service provider and travel outfits and targets businesses of all sizes, although Black says that large enterprises have the most to gain. He says early Hold-Free customers saw a 25 to 30 percent savings on call handling, and agents spent 20 to 25 percent less on calls. This is all while customers experienced a higher level of service, he notes. **CIS**

### Professional Telesales Customer Service Management Searches

- Search consultants to most of the top ten service agencies in the U.S. and over 50 of the Fortune 500 companies. Small companies too.
- All custom searches using a 25,000 resume file plus extensive proactive calling.
- Dedicated telesales/customer service searches since 1981... the first and the best!

#### Richard L. Bencin & Associates

2616 Hidden Canyon Drive  
Brecksville, OH 44141  
**440-526-6726**  
rlbencin@rlbencin.com  
www.rlbencin.com

**Resumes welcomed!**





# The World's Premier “Pure” SIP/VoIP Based Call Recording Platform

**SIP Print enters the Call center market with the most affordable call recording product in the world ~ Now with Quality Assurance and Screen Capture**

Today's competitive landscape necessitates that businesses do whatever is within their power to improve performance, while complying with state and federal mandates and regulations. That's why many businesses have already deployed company-wide call recording technology. Call recording helps ensure regulatory compliance, enhance training and development capabilities, increase customer satisfaction, limit legal liability, and provides a record of audio transactions for clarity and continuity of operations.

The Call Recording Community is your resource for call recording solutions for businesses of all sizes, including SIP Print's SIP-based call recording appliance, a system-level call recording solution for today's VoIP phone systems.

- ~ Breaking News
- ~ Feature Articles
- ~ Call Recording Blog
- ~ Real-world Use Cases
- ~ Product Demos
- ~ Partner Spotlights
- ~ Expert Commentary

**<http://call-recording.tmcnet.com>**

Powered By:







## Zeacom Answers the Call For Fidelity Communications

**F**idelity Communications is a triple-play service provider with a solutions portfolio of services that transcends the traditional boundaries of high-speed broadband, cable and legacy telecommunications. In addition to facing fierce competition from service providers with nearly unlimited resources at their disposal, such as AT&T, the company must also adhere to government regulations that require its contact center agents to live answer calls from no less than 80 percent of its customers in 20 seconds or less.

Hindering the company's ability to address the market competitive situation were:

- disparate call center sites across two different states;
- a contingent of remote workers operating in a vacuum;
- no reporting or agent monitoring; and
- rising costs and diminishing returns on the effectiveness of its business processes.

Following an extensive market search in 2006, Fidelity selected Zeacom as the partner through which it would evolve its legacy call center into a truly next-generation contact center. The Zeacom Communications Center solution suite possessed the inherent flexibility, scalability, transparent reporting and ease-of-use that Fidelity needed.

The first deployment took place in Fidelity's Missouri operations, encompassing more than 50 agents across 10 different locations. The rollout was seamless; the results were so overwhelmingly positive that Fidelity again used the Zeacom solution for its Oklahoma operations, which consisted of approximately 20 agents.

Zeacom's reporting functionality was first and foremost among the differentiators that caught Fidelity's attention. It gives Fidelity insight on anticipating customers' needs, and ensures that the appropriate agent is ready and available to respond promptly to those needs. Zeacom Desktop empowers agents with the ability to see – in real time – call load and allows them to route calls efficiently to the department best suited to handle the customer's needs.

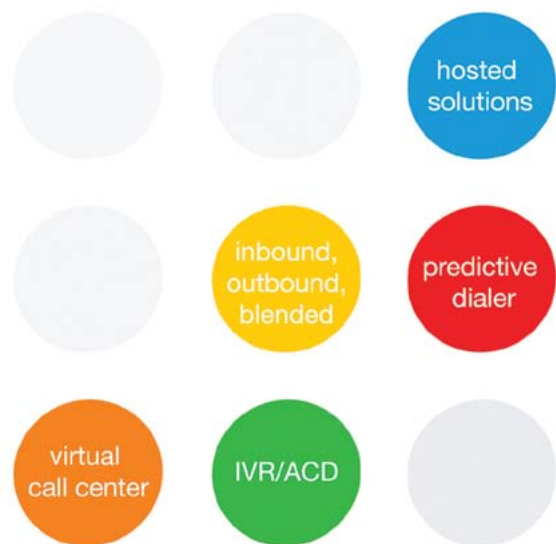
The solution's skills-based routing and the agent desktop empower a seamless sharing of call flow and customer interaction across Fidelity's contact center ecosystem. With advanced reporting and agent monitoring functionality, supervisors and managers are empowered with a clear view of all agents' presence, activity, location and performance. Following deployment of ZCC, Fidelity customers not only receive the right service from the right agent in less than the government mandated 20 seconds, Fidelity also improved its contact center productivity and effectiveness, thereby eliminating any need for additional headcount.

Zeacom's Agent Desktop allows contact center managers to view real-time information on queue and agent performance from their PCs. Because this information can be made available to any PC on the LAN, it can be shared with supervisors and the agents themselves. Agent Desktop is also a very powerful management tool, which addresses the need to monitor the performance of individual agents and queues increases, and delivers results and activity flow.

With Zeacom software in place, Fidelity is now able to account for employees' effectiveness at all times, and track the work, breaks, lunches and location of staff.

Utilizing Zeacom skills-based routing enables Fidelity to apply a "lite" auto attendant, or routing based on a customer PIN to get them to a live person in less than 20 seconds. Customer service agents are better equipped and more efficient in resolving customer queries quickly, and Zeacom's outstanding reporting features provide insight into customers' calling patterns, which enables Fidelity to have right person online at the right time. **CIS**

*Mike Gorzik is service center supervisor for Fidelity Communications ([www.fidelitycommunications.com](http://www.fidelitycommunications.com)).*



contact center solutions  
you need to **create.**  
**manage.**  
**succeed.**  
strataSOFT

See how we can help you stand out from competitors.  
Give us a call at **800.390.1157**, or visit **[stratasoft.com](http://stratasoft.com)**.

Starting at  
**\$5995\***  
[www.majuda.com/offers](http://www.majuda.com/offers)

# Introducing

## The next generation IP Call Recording Appliance



Contact us now to schedule a demo and to find out how Majuda Voice can assist your organisation to increase its effectiveness in recording and monitoring customer telephone interactions.

Tel 1-888-9MAJUDA | Tel (Int) +1-561-981-0119 | 2255 Glades Road, Suite 324A, Boca Raton, Florida, USA, 33431  
Email [info@majuda.com](mailto:info@majuda.com) | [www.majuda.com](http://www.majuda.com)

\* Special limited time offer of standard SiP10 Appliance.



# BUYERS' GUIDE

2012

## ACD Products

1. Auto Attendants
2. Call Diverters
3. Call Sequencers
4. Digital Announcers (ACD)
5. Message Boards
6. PC-ACDs
7. ACD Software
8. Stand-Alone ACD

## Communications Systems

17. ANI/Telco Platforms
18. Centrex
19. Communications ASP
20. IP-PBX
21. Key Systems
22. Multichannel Contact Center
23. Network Integration
24. Network Mgmt./Monitoring
25. PBXs
26. PC-PBX Hardware
27. PC-PBX Software
28. Reconditioned Phone Systems
29. Routers
30. Soft Switch
31. VoIP Gateways
32. Wireless Phone Systems

## Computers

33. Computer Chassis
34. Desktop Computers
35. Fault-Tolerant
36. Industrial-Grade
37. Modems
38. Monitors/Accessories/Supplies
39. Motherboards/Single-board Computers
40. Network Computers
41. PCs
42. PDAs

## Conferencing

43. Conferences and Expositions
44. Audio Conferencing
45. Video Conferencing

## CTI

48. CTI Distributors
49. CTI Software
50. CTI Testing Tools

## Dialing Equipment

56. Auto-Dialers
57. Predictive Dialers
58. Preview Dialers

## Direct Marketing/Response Products/Services

59. Ad Agency Services
60. Design Studio Services
61. Fulfillment
62. Fulfillment Software
63. Lead Tracking
64. Mailing House Services
65. Mail Room Equipment & Supplies
66. Market Research Company
67. Printing Services
68. Real-time Marketing Software
69. ZIP+4 Software

## E-mail

72. E-mail ACD
73. E-mail Management Software
74. E-mail Management ASP

## Fax

77. Fax Application Software
78. Fax Boards
79. Fax Broadcasting Products
80. Fax Broadcasting Services
81. Fax Machines
82. Fax Mail
83. Fax Hardware (Servers)
84. Fax On-Demand
85. Fax Tool Kits

## Financial Services

87. Check and Credit Card Processing & Verification
88. Corporate Financing
89. Credit Card Merchant Accounts
90. Prepaid Calling Cards

## Headsets

92. Headsets
93. Headset Repair & Accessories

## Help Desk/Tech Support

94. Help Desk ASP
95. Help Desk Software

## Human Resources

96. Employment Testing
97. Motivation Products & Services
98. Recruiting
99. Temporary Help

## Internet Products & Services

101. Instant Messaging
102. Internet & WWW Marketing Svcs.
103. Internet Service Provider
104. Internet Telephony Products/Svcs.

105. Portals/Search Engines
106. Text Chat Software
107. Web Call Center Software
108. Web Callback Products
109. Web Collaboration/Shared Browsing
110. Web Design/Hosting
111. Web Self-Service Solutions

## List Products/Services

117. Database Marketing/Services
118. Direct Mail Lists
119. List Management Software
120. Online Databases
121. Telemarketing Calling Lists
122. Telephone Number Look-Up Services

## Long-Distance

124. Common Carrier
125. Directory Assistance
126. Long-Distance Reseller
127. Toll-Free (800/888)

## Outsourcing/Teleservices Agencies

130. Inbound Teleservices
131. Interactive 800/900 Service
132. Multilingual Teleservices
133. Outbound Teleservices
134. Third-Party Verification Services
135. Web-based Outsourcing Services

## Power Protection

137. Power Control/Conditioning
138. UPS (Unint. Power Supply)

## Training

154. Audio Cassettes
155. Books/Workbooks
156. Interactive/Computer Training
157. TSR/Management Training Svcs.
158. Video Training

## Voice Messaging Products

160. Integrated Voice Messaging
161. Voice Mail

## Voice Products

162. Voice Application Generator
163. Voice Application Software
164. Data/Voice Line Equipment
165. Voice Hardware
166. IVR Products
167. Text-to-Speech Conversion
168. Voice Tool Kits
169. Voice Board Products
170. Voice Recognition



# IS YOUR CALL CENTER READY FOR THE HOLIDAY SEASON?

**simplyCT.com** offers an end to end solution for setting up call centers or handling call overflow



## Voice

Enjoy clear, reliable VOIP with conferencing and call recording functionality



## Email

Built-in email means agents can respond to customer mails quickly and efficiently



## Webchat

simplyCT comes with Webchat - the immediate response tool that keeps your call center ticking 24/7



## Callback

simplyCT makes it easy for customers to request and schedule a callback from any device



simplyCT Packages are Full of the Latest Call Center Apps



simplyVIEW



simplyWISE



simplyTALK



simplyREPORT



simplyMANAGE



Visit [www.simplyCT.com](http://www.simplyCT.com) and Take Advantage of Discounted Rates for the Holiday Season.



Inbound, Outbound & Blended Call Center Solution | Call 855.543.3989 | [www.simplyCT.com](http://www.simplyCT.com)

# Alphabetical Listings

## A-C

### A

**Aastra (M,C)**  
800-468-3266  
www.aastrausa.com  
Products/Services: 7,20,22,107,166

**Adaptive Digital Technologies (C)**  
610-825-0182 x120  
www.adaptivedigital.com  
Products/Services: 163  
Other: Voice/VoIP Application Software Solutions

**Aditya Birla Minacs (M,S)**  
248-324-6078  
minacs.adityabirla.com  
Products/Services: 130,131,132,133,135

**ADTRAN Inc. (M)**  
256-963-8000  
www.adtran.com  
Products/Services: 20,29,31,144,159

**AIM Technology (M)**  
415-692-5580  
www.aimtechnology.com  
Products/Services: 116,136  
Other: Contact Center Analytics

**AireSpring (S)**  
818-786-8990  
www.airespring.com  
Products/Services: 103,124,126,127  
Other: SIP Trunking

**ALI Solutions (V)**  
512-651-5451  
www.ALIsolutions.com  
Products/Services: 22,173,46,47,51  
Other: Best Time To Call Software

## ALORICA

**Alorica (S)**  
14726 Ramona Ave.  
Third Floor  
Chino, Calif. 91710

909-606-3600  
fax: 909-606-7708  
www.alorica.com

Alorica is a leading provider of customer management outsourcing solutions spanning the entire customer lifecycle. From customer acquisition and sales, customer care and support, to logistics and fulfillment, Alorica offers a seamless customer experience across all service channels. Alorica's award-winning Business

Process Outsourcing services span both the Business-to-Consumer (B2C) and Business-to-Business (B2B) sectors across all industries for Fortune 1000 companies. Headquartered in Chino, Calif., with over 20,000 employees in 40 domestic, nearshore, and offshore customer management centers, Alorica offers the proven industry experience and know-how to provide a total customer management solution.

**Alteva (S)**  
877-258-3722  
www.altevatel.com  
Products/Services: 20,44,45,104,159  
Other: Hosted Unified Communications solutions, Hosted VoIP solutions



**Altitude Software (C)**  
90 Allstate Parkway,  
Suite 601  
Markham, Ontario L3R 6H3  
Canada

905-479-2655  
fax: 905-479-3825  
www.altitude.com

Altitude Software Inc. is a unified call center software provider. Altitude's software is made up of modular components that can be configured to integrate with existing call centers or deployed as an independent system with its own SIP-based ACD residing on Asterisk. Altitude's uCI (Unified Customer Interaction) provides a consistent interface to the agent regardless of the technology behind the scenes. Altitude is unique in the industry as it uses a single administrative workflow tool that allows companies to quickly and easily develop agent desktops, intelligent routing and IVR scripts. This tool controls all media interactions as well; voice, outbound dialing, e-mail, chat and video. Altitude's Unified Desktop (uAgent) is one of the best in the industry, providing comprehensive scripting capabilities that reduce training and

call transaction time. More than 1,000 companies worldwide use Altitude Software to improve customer interaction excellence and to reduce their operating costs. Altitude has been included in Gartner's Magic Quadrant since 2000.

**American Teleservices Association**  
317-816-9336  
www.ataconnect.org  
Products/Services: 9  
Other: Industry Networking, Regulatory Compliance, Auditor Certification, Education

**Ameridial Inc. (S)**  
800-445-7128 x260  
www.ameridial.com  
Products/Services: 121,130,133,134,135

**Ameritech Corp. (M)**  
626-915-5441  
www.ameritech.com  
Products/Services: 152

**AMTELCO**  
800-356-9148  
www.amtelco.com  
Products/Services: 95,106,143,159,160  
Other: miSecureMessages, RED ALERT Notification, Soft Agent stations, Web Scripting

**Angel (S)**  
888-MyAngel  
www.angel.com  
Products/Services: 7,49,147,166,163

**AnswerNet Network (S)**  
800-411-5777  
www.answer.net  
Products/Services: 61,130,132,133,134

**APEX Voice Communications (M)**  
818-379-8400  
www.apexvoice.com  
Products/Services: 45,159,166,162  
Other: SIP Application Servers

**Arbinet (S)**  
917-320-2000  
www.arbinet.com  
Products/Services: 31,103,140,146,164

**Assurant Solutions (S,C)**  
856-988-9417  
Products/Services: 7,29,49,51,136  
Other: Analytic Routing

**At Random Communications (S)**  
860-567-3733  
arlc.com  
Products/Services: 46,151  
Other: Mystery Shopping & Remote Call Monitoring

**Attensity (C)**  
650-433-1734  
www.attensity.com  
Products/Services: 173,51,53,114,136

**AuraPortal (C)**  
781-569-5940  
www.auraportal.com  
Products/Services: 53,95,136,149,174

**Avidian Technologies (C)**  
800-399-8980  
www.avidian.com  
Products/Services: 47,53,86,142  
Other: Contact Management

### B

**B-CONNECT (S)**  
210-860-5818  
www.bconnect.com  
Products/Services: 130,132,133,134,135

**BandTel (S)**  
949-640-9700 x6303  
www.bandtel.com  
Products/Services: 7  
Other: ITSP

**Bat Blue Corp. (V,S)**  
212-461-3322 x3010  
www.batblue.com  
Products/Services: 40,46,71,103,144

**Bay Bridge Decision Technologies (C)**  
410-224-7778  
www.baybridgedtech.com  
Products/Services: 174

**BenchmarkPortal (S)**  
800-214-8929 x7031  
www.benchmarkportal.com  
Products/Services: 171  
Other: Call Center Certification, Call Center Training, Call Center Consulting

**Berkshire Search Partners (S)**  
908-850-6560  
www.berkshiresp.com  
Products/Services: 46,96,98

**Better Plan (M)**  
+972-72-2424282  
www.wfmwizard.com  
Products/Services: 171,174

**BillSoft Services Inc.**  
800-525-8175 x125  
billsoftservices.com  
Products/Services: 173,46  
Other: Compliance Filing & Consulting

**BillSoft Inc.**  
800-525-8175 x125  
www.billsoft.com  
Products/Services: 46  
Other: Indirect Tax Solutions

**Braxtel Communications (C)**  
781-665-1997 x2333  
braxtel.com  
Products/Services: 7,57,166,170,175

**Braxtel Inc. (M,C)**  
800-589-2477  
braxtel.com  
Products/Services: 7,56,107,166,175

**Broadvox (S)**  
214-646-8014  
broadvox.com  
Products/Services: 20,103,104,111,159

**BULLSEYE TELECOM (S)**  
877-773-3277  
www.bullseyetelecom.com  
Products/Services: 30,71,103,104,146

**Business Mobility Systems (M)**  
866-854-7487  
www.businessmobilitysystems.com  
Products/Services: 32,159  
Other: Unified Communications

### C

**Calabrio (C)**  
763-592-4600  
www.calabrio.com  
Products/Services: 49,51,136,175,171





## An Email Revolution

### Pay for Clicks to Your Website Not Emails Sent.

- Businesses
- Marketing Agencies
- Web Designers
- Ad Agencies
- E-tailers

The pay per click concept has finally progressed to email marketing. Pay Per Visit Email is the first email marketing company that only charges you for results. No matter how many emails you send, you only pay for the recipients who click on a link in your email and visit your website. There is no risk, no contract, and no minimum. Find out today how you can improve your marketing ROI with this innovative concept in email marketing from Pay Per Visit Email.

*PayPerVisit Email* 



# Alphabetical Listings



## **Caleris Inc. (S)**

515-331-0560  
www.caleris.com  
Other: Help Desk/Tech Support

## **Call Center Development Services (CCDS) (S)**

514-731-5046 x221  
www.ccds.ca  
Products/Services: 56,57,58,107  
Other: Virtual Call Center Software - Hosted Predictive Dialer

## **Callbox Inc. (S)**

310-362-3171  
callboxinc.com  
Products/Services: 54,118,121,130,133

## **CallCenterJobs.com (S)**

888-353-7529  
www.callcenterjobs.com  
Products/Services: 46,96,98,99,145

## **CallCopy (C)**

888-922-5526  
www.callcopy.com  
Products/Services: 123,136,146,171,174  
Other: Call Recording

## **Celergy Networks Inc. (V,S)**

760-268-1913  
www.celergy.com  
Products/Services: 20,23,25,26,29

## **Centrifuge Systems (C)**

571-830-1390  
www.centrifugesystems.com  
Products/Services: 51,136,153

## **Centurion Inc. (M,S)**

727-431-5300 x208  
www.centonline.com  
Products/Services: 8,47,49,56,166

## **Chrysalis Software Inc. (C)**

831-402-9559  
chrysalis.net  
Products/Services: 7,49,143,149,166

## **CHT Global (Chunghwa Telecom Global Inc.) (V,S)**

408-988-1898  
www.chtglobal.com  
Products/Services: 23,31,44,104,126

## **Cisco Systems**

408-902-3530  
www.cisco.com/go/cc  
Products/Services: 7,20,22,57,166

## **Claritas360.com (S)**

+60378054185  
www.claritas360.com  
Products/Services: 47,49,53,95,171

## **Claritascloud.com (S)**

+60378054185  
www.claritascloud.com  
Products/Services: 7,49,53,144,150

## **Claritascrm.com (S)**

+60378053185  
www.claritascrm.com  
Products/Services: 47,53,95,107,142

## **CobbleSoft International Ltd. (C)**

615-346-9241  
www.cobblesoft.com  
Products/Services: 173,53,95,111,114

## **Commence Corp. (M,C)**

732-380-9100  
www.commence.com  
Products/Services: 53,73,86,95,142

## **Consona CRM (C)**

317-249-1700  
crm.consona.com  
Products/Services: 47,53,106,111,114

## **Contact Centers of America (S)**

407-641-0667  
www.CallCCA.com  
Products/Services: 130,132,133,134,135  
Other: Technical Support

## **Contactual (M,S)**

650-292-8611  
www.contactual.com  
Products/Services: 7,22,107  
Other: Hosted Contact Center Solutions

## **Copia International Ltd. (C)**

800-689-8898  
www.copia.com  
Products/Services: 73,77,79,82,163

## **CosmoCom (M,C)**

631-940-4200  
www.cosmocom.com  
Products/Services: 7,22,57,166  
Other: Unified Customer Communications Virtual Contact Center Consolidation Technology

## **Coveo (S,C)**

800-635-5476  
www.coveo.com  
Products/Services: 51,53,111,114,136

## **CSF Corp. (M,C)**

732-302-0222 x6608  
www.csfcorp.com  
Products/Services: 17,105,111,116,131  
Other: Toll-Free Provisioning and Routing Software

## **Customer Services Audit Ltd. (S,C)**

006493762806  
www.customerservicesaudit.com  
Products/Services: 13,173,46,136,148  
Other: Contact Center Self Assessment Tool

## **Cyara Solutions (S,C)**

415-946-8861  
www.cyarasolutions.com  
Products/Services: 14,46,50,136,152

## **CyberTech North America (M)**

800-717-1808  
www.cybertech-na.com  
Products/Services: 173,51,123,136,175



## **Data Foundry (S)**

888-839-2794  
www.datafoundry.com  
Products/Services: 103

## **Datatech SmartSoft (C)**

888-227-7221  
www.smartsoftusa.com  
Products/Services: 62,65,69,107,119

## **DemandVoice LLC (S)**

877-307-7177 x1  
www.demandvoice.com  
Products/Services: 71,87,166,163  
Other: VoiceXML Hosting

## **Dialexia Communications Inc.**

514-693-8500 x214  
www.dialexia.com  
Products/Services: 18,20,30,44,159

## **Digital Voice Systems Inc. (V,S)**

847-664-8887  
www.dvsweb.com  
Products/Services: 7,20,22,56,114

## **DiRAD Technologies Inc. (V,S)**

518-438-6000 x149  
Products/Services: 56,115,147,160,166

## **Drishti-Soft Solutions (S)**

+91-124-4771000  
www.drishti-soft.com  
Products/Services: 7,19,47,104,107

## **dvsAnalytics Inc. (M)**

480-538-2020 x7744  
www.dvsAnalytics.com  
Products/Services: 173,51,136,175,174  
Other: Screen Recording



## **Easton Telecom Services (V,S)**

330-659-6700 x231  
www.etel.com  
Products/Services: 44,103,104,126,127

## **Echopass (S)**

801-559-8680  
www.echopass.com  
Products/Services: 7,22,166,175,171  
Other: SAS70 Certified

## **eGain Communications (M,V)**

650-230-7500  
www.egain.com  
Products/Services: 82,107,155,156,157

## **EISI (C)**

888-692-3474 x2  
www.eisi.com  
Other: Needs Analysis and Financial Planning Tools

## **Elliptical Mobile Solutions**

480-924-0547  
www.ellipticalmedia.com  
Products/Services: 13,23,40,71,140  
Other: Data Center

## **Elsinore Technologies (M)**

919-532-0022  
www.elsitech.com  
Products/Services: 73,95,114,140

## **Encore Networks (M)**

703-318-4366 x4366  
www.encorenetworks.com  
Products/Services: 23,29,71,140,144



## **Enghouse Interactive (M,C)**

2095 W. Pinnacle Peak Rd.  
Suite 110  
Phoenix, Ariz. 85027

800-788-9733  
fax: 602-789-2768  
www.Enghouse  
Interactive.com

Enghouse Interactive  
specializes in com-  
munications software  
and services that are

designed to enhance customer service, increase efficiency and improve person-to-person communications across the enterprise. An industry leader in interaction management solutions, Enghouse Interactive produces powerful, innovative and open software solutions that uniquely interconnect a variety of customer interactions to deliver unparalleled service. Enghouse Interactive is the union of products and expertise from leading solution providers including: Arc Solutions, CosmoCom, Datapulse, Syntellect, Telrex, and Trio. Now a single, global organization, Enghouse Interactive delivers flexible and scalable solutions that will meet a company's communications needs across their organization, including: global communications management, contact center solutions, attendant consoles, IVR or self-service solutions and call recording and quality management tools.

## **ePath Learning Inc.**

908-722-6622  
www.ePathLearning.com  
Products/Services: 173,107,156  
Other: Online Training Portal

## **ePerformax Contact Centers & BPO (S)**

402-498-5622  
www.eperformax.com  
Products/Services: 130,131,133,134

## **EPIC Connections Inc. (S)**

402-884-4700 x201  
www.epicconnections.com  
Products/Services: 16,130,132,133,135

## **Epicor Software Corp. (C)**

800-999-1809  
www.epicor.com  
Products/Services: 76

## **ethosIQ (V,C)**

281-616-5711 x103  
www.ethosIQ.com  
Products/Services: 46,48,49,50  
Other: Customer Experience Analytics

## **Evolve IP (S)**

610-230-0825  
www.evolveip.net  
Products/Services: 71,144,159,175,171

## **Exselligen (S)**

978-633-3500  
www.exselligen.com  
Other: Channel Acceleration Consulting

## **eZuce Inc. (M)**

978-296-1005  
www.ezuce.com  
Products/Services: 7,19,45,101,159

# Every day, 11% of your agents' time is wasted on unproductive waiting...

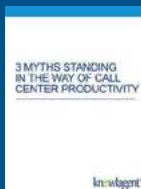


## Knowlagent fills that time with off-phone tasks...



## Your agents become more productive... Your call center becomes more profitable.

Shrinkage eating away at productivity?  
Knowlagent makes your agents more productive  
by using collective idle time for communications,  
research, training and other off-phone work.



We call it Active Wait Time. You'll call it  
the best news you've heard in years.

Learn more and download *Three Myths  
Standing in the Way of Call Center Productivity*  
at [www.knowlagent.com/myths](http://www.knowlagent.com/myths).

knowlagent®

# Alphabetical Listings



## FaxLogic LLC (S)

972-664-3800  
www.faxlogic.com  
Products/Services: 77,82,85  
Other: SIP Fax Trunking, Hosted Fax Server

## Five9 Inc. (M)

925-201-2000  
www.Five9.com  
Products/Services: 7,57,142,166,170  
Other: Virtual Call Center

## Fonolo (S)

416-366-2500 x229  
fonolo.com  
Products/Services: 49,107,108,129,166  
Other: Call Center Software/Virtual Queuing Software



## GC Services (S)

713-776-6560  
www.gcserv.com  
Products/Services: 16,130,132,133,134

## GetABBY (S,C)

412-227-6594  
getabby.com  
Products/Services: 107,111,147,166,163

## Global Crossing (S)

973-937-0431  
www.globalcrossing.com

## GLOBALINX (M)

585-321-2600  
Other: VoIP Provider

## GM Voices (S)

770-752-4500  
www.gmvoices.com  
Other: Voice Prompt Recording



## HigherGround Inc.

818-456-1600  
www.higherground.com  
Products/Services: 12,123,136,151  
Other: Liability Recording, Agent Evaluation

## HireIQ Solutions Inc. (C)

678-279-2832  
www.hireiqinc.com  
Products/Services: 96,98,174  
Other: Virtual Interviewing

## Hold-Free Networks (V)

877-413-1911  
www.holdfree.com  
Products/Services: 19,52,108,111,166  
Other: Smartphone App Services

## Homisco Inc. (M,C)

866-583-7193 x2320  
homisco.com  
Products/Services: 7,11,12,166,175

## Hoover's Inc. (S)

512-374-4605  
www.hoovers.com  
Products/Services: 70,117,118,120,121

## Human Technologies Global Inc. (S)

845-222-2455  
www.human-technologies.com  
Products/Services: 46,97,155,156,157



## Incendonet Inc. (M,C)

760-944-7698 x1004  
www.incendonet.com  
Products/Services: 1,166,167,163,170

## inContact Inc. (UCN)

801-320-3200  
www.inContact.com  
Products/Services: 7,49,56,166,171  
Other: Multi-channel, VOC, CRM Integration, Connectivity, Disaster Recovery

## Infinite Conferencing (V,S)

888-203-7900  
infiniteconferencing.com  
Products/Services: 44,45,109  
Other: Webcasting

## Influent Inc. (S)

800-856-6768 x2701  
www.influentinc.com  
Products/Services: 46,130,132,133,135  
Other: Business Process Outsourcing



## InfoCision (S)

325 Springside Drive  
Akron, Ohio 44333

330-668-1400  
fax: 330-670-5690  
infocision.com

Our clients are the household names most Americans know and depend on. As a leading provider of contact center solutions, we serve many verticals from technology to health care to financial services to pharmaceutical and telecommunications, as well as providing inbound and outbound marketing for non-profit, religious and political organizations. No matter what market, we help establish brand, build customers, create marketing

strategies and integrate teleservices into the marketing mix. Our customized core solutions can be deployed individually or combined to create a multichannel strategy that includes inbound and outbound teleservices, direct mail, fulfillment, e-mail, e-commerce, and business intelligence to name a few.

## Ingate Systems (M)

603-883-6569  
www.ingate.com  
Products/Services: 31,140,144  
Other: SIP Trunking, E-SBC, Unified Communications, Remote Connectivity

## Intelliverse (S)

888-INTELLI  
www.intelliverse.com  
Products/Services: 7,1,44,160,166

## Interact Inc. (C)

402-476-8786 x383  
www.iivip.com  
Products/Services: 1,11,20,31,44

## Interactive Digital (C)

631-680-4307  
www.interactive-digital.com  
Products/Services: 14,46,51,107  
Other: Self-Service Call Optimization



## Interactive Intelligence (S,C)

7601 Interactive Way  
Indianapolis, Ind. 46278

317-872-3000  
fax: 317-872-3000  
www.inin.com

Deliberately Innovative All-in-One Communications for Business. Interactive Intelligence is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. The company's standards-based all-in-one communications software suite was designed to eliminate the cost and complexity of multi-point systems. Founded in 1994 and backed by more than 4,000 customers worldwide, Interactive Intelligence is an experienced leader in delivering customer value through its on-premises or cloud-based Communications as a Service

(CaaS) solutions, both of which include software, hardware, consulting, support, education and implementation. At Interactive Intelligence, it's what we do.

## Interior Concepts (M)

800-678-5550  
www.interiorconcepts.com  
Products/Services: 128  
Other: Furniture/Site Design

## IPitomy Communications (M,C)

941-306-2200 x2233  
www.ipitomy.com  
Products/Services: 7,20,31,104,115

## iQ NetSolutions (M,C)

209-245-5500 x1315  
www.iqnetsolutions.com  
Products/Services: 49,149  
Other: Attendant Console Software

## IQ Services (S)

612-243-5114  
www.iq-services.com  
Products/Services: 14,50,104,151,152

## ITS - Integrated Telemanagement Services Inc. (S)

805-520-7020  
www.itstelecom.com  
Products/Services: 7,20,29,31,161



## J.D. Power and Associates (S)

214-789-4024  
www.jdpower.com/certifications.htm  
Products/Services: 46,66,148,157  
Other: Benchmarking, Certifications: Call Centers, Outsourcers,

## JoiBiz (V,S)

770-504-5641 x8425  
www.JoiBiz.com  
Products/Services: 1,19,20,25,57

## JoiPhone

770-504-5641 x8425  
www.JoiBiz.com  
Products/Services: 46,124,125,127



## KnoahSoft (C)

702-990-3022  
www.knoahsoft.com  
Products/Services: 107,123,136,166,175

## Knowledge Wave International Inc. (S,C)

503-624-1503 x722  
www.knowledge-wave.com  
Products/Services: 51,53  
Other: Customer Satisfaction and Loyalty, Agent Engagement

## KnowledgeTree (S)

919-747-8271  
www.knowledgetree.com  
Products/Services: 54,114,171,174

## Kunnect (S)

877-586-6328  
www.kunnect.com  
Products/Services: 7,56,57,107,150





"We started with inContact as a cost saving move, but what we didn't realize was how easy the cloud would make disaster recovery."

Pat Schaffhauser, Buyers Protection Group

# GUARANTEE IT'S BUSINESS AS USUAL FOR YOUR CUSTOMERS

Disasters happen unexpectedly. inContact's cloud contact center solutions gave Buyers Protection Group the power to be there for their customers regardless of what is going on in the world around them.

**Want to be there for your customers? Learn how:**

[WWW.INCONTACT.COM/DISASTER-RECOVERY](http://WWW.INCONTACT.COM/DISASTER-RECOVERY) »

**or call 866.965.7227 today.**



THE POWER TO PUT YOUR CUSTOMERS FIRST

ACD | IVR | CTI | Customer Feedback | QM | Recording | WFM | eLearning

# Alphabetical Listings



## KURANT DIRECT INC. (S)

212-866-0770  
kurantdirect.com  
Products/Services: 46,143,157  
Other: Audits, Performance Improvement, Outsourcing Management



## Lawrence & Schiller TeleServices (S)

605-978-2105  
www.mostresponsive.com  
Products/Services: 66,71,94,130,133

## LeadMaster (S)

800-699-4164 x705  
www.leadmaster.com  
Products/Services: 47,52,54,55,142

## LeadMaster Australia Lty Pty (M,S)

0294640717  
www.leadmaster.com.au  
Products/Services: 53,55,130,133,150

## LeadMaster USA (S)

800-699-4164 x1  
www.leadmaster.com  
Products/Services: 47,52,53,54,142

## Lenzi Martin Marketing

708-848-8404  
lenzimartin.com  
Products/Services: 46,59

## Listen Up Espanol (S)

207-774-1425 x123  
www.listenupespanol.com  
Products/Services: 130,132

## LiveLOOK (S)

732-520-2006  
www.liveloook.com  
Products/Services: 109

## LiveVox Inc. (S)

415-671-6060  
www.livevox.com  
Products/Services: 7,4,31,57,166  
Other: Cloud Contact Center Platform (ACD, IVR, Dialer, CRM, and Call Recording)

## loote\* (S)

905-238-8973 x221  
www.loote.com  
Products/Services: 43,97,117,128,139

## Loquendo

+39 011 291 3482  
www.loquendo.com  
Products/Services: 166,167,170,168



## Majuda Corp. (M,C)

561-981-0119 x502  
www.majuda.com  
Products/Services: 175

## Maximizer Software (C)

604-601-8000  
maximizer.com  
Products/Services: 53,54,55,63,142

## MEDIATEL DATA (M,C)

+40 21 233 45 33  
www.dialogic.ro  
Products/Services: 7,49,57,166,175

## Mills Marketing & TeleServices LLC (S)

402-707-5654  
millsmarketingteleservices.com  
Products/Services: 110,126,130,133,135

## Monet Software Inc. (S,C)

310-207-6800  
www.monetsoftware.com  
Products/Services: 107,136,171,174  
Other: Cloud Computing for Call Centers

## Mufson Howe Hunter (S)

215-399-5407  
www.mhhco.com  
Products/Services: 46,88  
Other: Capital Raising and M&A Services

## Multi-Tech Systems Inc.

888-288-5470  
www.multitech.com  
Products/Services: 29,31,37,83,104



## NEC Corporation of America (S)

214-262-6384  
www.necam.com  
Products/Services: 47,149,159  
Other: Unified Communications for Business

## Netster Consulting Asia (V,S)

+60378054185  
www.netsterconsulting.asia  
Products/Services: 46,52,94,149

## Network Direct Inc. (S)

818-908-4000 x4680  
www.networkdirectinc.com  
Products/Services: 46,130,132,133,151

## Neutral Tandem (S)

866-388-7251  
www.neutraltandem.com  
Products/Services: 103,144

## Nexidia Inc. (C)

972-770-2540  
www.nexidia.com  
Products/Services: 51,136  
Other: Speech Analytics Solutions

## NICE Systems (M,C)

201-964-2600  
www.nice.com  
Products/Services: 51,147,175,171,174

## Noble Systems Corp. (C)

888-866-2538 x300  
www.noblesys.com  
Products/Services: 7,173,57,166,171

## Novo Solutions (C)

757-687-6590 x162  
www.novosolutions.com  
Products/Services: 47,53,95,107,114

## Nuxiba Technologies (M,S)

877-696-8942  
www.nuxiba.com  
Products/Services: 7,57,107,150,175



## o1 Communications (S)

888-444-1111  
www.o1.com  
Other: Wholesale VoIP Services - Voice Origination & Termination

## OAISYS (M)

888-496-9040 x2003  
www.oaisys.com  
Products/Services: 173,123,136,175,171  
Other: Call Recording and Contact Center Management

## One-to-One Service.com (S,C)

217-903-4458  
www.1to1service.com  
Products/Services: 47,72,74,73,111

## OneCall Manage (C)

845-679-3338  
onecallmanage.com  
Products/Services: 97,114  
Other: Wireless Expense Management

## OnviSource Inc. (C)

800-311-3025  
www.onvisource.com  
Products/Services: 27,123,160,175,174

## OpenSpan Inc. (M,C)

678-527-5417  
www.openspan.com  
Products/Services: 173,136,171,174  
Other: Agent Process Monitoring, Analysis and Automation

## Optelian (M)

770-690-9575  
www.optelian.com  
Products/Services: 24,75  
Other: Optical Network Systems

## Orion Communications Inc. (M)

877-812-7251 x105  
www.predictive-dialer.org  
Products/Services: 56,57,150,151,175  
Other: Inbound VoIP Software

## OutStart (C)

617-897-6800  
www.outstart.com  
Products/Services: 95,114



## Pacific Interpreters Inc. (S)

800-311-1232 x5796  
www.pacificinterpreters.com  
Products/Services: 112  
Other: Translation

## PacketExchange

888-446-9462  
www.packetexchange.net  
Products/Services: 103

## Panviva (S,C)

781-716-9003  
www.panviva.com  
Products/Services: 46,95,114,156,171

## Partnerpedia (S)

408-779-6542  
www.partnerpedia.com  
Products/Services: 52,102,109,142  
Other: Enterprise App Store

## Pegasystems (C)

617-374-9600  
www.pegasystems.com  
Products/Services: 51,53,114  
Other: Business Process Management Software, Decision Making, Case Management

## PhaseWare Inc. (C)

866-616-6629  
www.phaseware.com  
Products/Services: 47,52,53,94,95,111,114  
Other: Customer Support Software

## Phybridge Inc. (M)

905-901-3633 x104  
www.phybridge.com/  
Products/Services: 31,149  
Other: Risk-free, Quick and Easy IP Telephony Deployment

## Plantronics (M)

800-544-4660  
www.plantronics.com  
Products/Services: 91,93,92,104

## PowerNet Global (V,S)

866-895-9549  
powernetglobal.com  
Products/Services: 20,31,103,104,124

## Presence Technology (S,C)

888-908-0117 x30000  
www.presenceco.com  
Products/Services: 13,16,27,57,104

## Primas (S,C)

714-901-2721  
www.primas.net  
Products/Services: 49,129,136,149,166

## Profitec Billing Services Inc. (M,S)

203-679-7010  
www.profittecinc.com  
Products/Services: 11,12  
Other: Support Software

## Promero Inc. (V,S)

954-935-8800 x643  
www.promero.com  
Products/Services: 22,53,57,143,171



## QuadManage (M,C)

+972-9-7460241  
Products/Services: 11,12,23,24,31

## Quintus (M)

215-964-0345  
Products/Services: 81



## RCCSP Professional Education Alliance (S)

708-246-0320  
www.the-resource-center.com  
Products/Services: 9,43,156,157,158  
Other: Certification

## REDCOM (M)

585-924-6500  
www.redcom.com  
Products/Services: 18,20,25,30,31

## Respondex

517-588-3118  
www.respondex.com  
Products/Services: 130,132,133,135



The right response for every customer.  
The right solution for every business.



*Sitel - one of the leading  
contact center outsourcing  
providers in the world.*

For over 26 years Sitel has ranked as a top provider of customer care and contact center outsourcing services. With 52,000 employees in over 135 sites globally, we serve customers in 36 languages more than

2.5 million times a day. It's been our passion to create affordable and advanced customer care solutions for our 300 clients worldwide. Whether you are looking for courteous voice contacts, web chat, email or social

media interactions, Sitel can provide your customers with the service experience they deserve.

For more information, please visit [www.sitel.com](http://www.sitel.com)



[sales-na@sitel.com](mailto:sales-na@sitel.com)  
[www.sitel.com](http://www.sitel.com)  
Phone: +1 866.95.Sitel



# Alphabetical Listings



## RightAnswers (C)

732-396-9010  
www.rightanswers.com  
Products/Services: 111,114

## RingCube Technologies Inc. (M)

866-323-4278  
www.ringcube.com/  
Products/Services: 95,107  
Other: Workspace Virtualization

## RTX Products Hong Kong Ltd. (M,S)

852 2487 3718  
www.rtx.hk  
Products/Services: 20,25,31,32,91



## Sage Software (S,C)

800-643-6400  
www.sagecrmsolutions.com  
Products/Services: 47,53,76,87,142  
Other: Cloud-based Connected Services including E-mail Campaign and List Building

## SATMAP (S)

201-888-5407  
www.satmaptrg.com  
Products/Services: 47,53,117

## ScreenConnect (M)

919-532-0022  
www.screenconnect.com  
Products/Services: 140

## Sennheiser Communications (M)

860-434-9190 x152  
www.sennheisercommunications.com  
Products/Services: 92

## serVonic GmbH (C)

+49 8142 4799 x12  
www.servonic.com  
Products/Services: 49,77,84,159,161

## Sidera Networks

800-615-1412  
www.sidera.net

## Siemens Enterprise Communications (M)

800-310-6308  
www.siemens-enterprise.com  
Products/Services: 7,8,20,22,57

## Smart Action Company (S,C)

888-882-9520  
www.smartaction.com  
Products/Services: 166,163,170

## Snowfly Performance Incentives (S,C)

307-745-7126 x701  
www.snowfly.com  
Products/Services: 61,97,136,139,171

## SoundBite Communications (S)

781-897-2500  
www.soundbite.com  
Products/Services: 22,150,160,166,163  
Other: AVM, Mass Text Messaging, Outbound IVR

## SpeechCycle (C)

646-826-2300  
www.speechcycle.com  
Products/Services: 52,130,166,163,170

## SPiRiT (C)

408-540-6033  
www.spiritdsp.com  
Products/Services: 27,31,32,44,45

## Star2Star Communications (M,S)

941-234-0001 x109  
www.star2star.com  
Products/Services: 20,104

## Strategic Contact Inc. (S)

503-579-8560  
www.strategiccontact.com  
Products/Services: 46

## Stream Global Services (S)

781-304-1800 x1841  
www.stream.com  
Products/Services: 52,94,130,132,133  
Other: Customer Care Business Process Outsource (BPO) Provider

## SugarCRM (C)

408-454-6900  
www.sugarcrm.com  
Products/Services: 47,52,53,142

## Swyft Technology (C)

904-854-6700 x6000  
www.getswyft.com  
Products/Services: 51,52,86,107,143

## Syntellect (C)

800-788-9733  
www.enghouseinteractive.com  
Products/Services: 7,22,49,166,170



## TeamSupport.com (S,C)

800-596-2820 x806  
teamsupport.com  
Products/Services: 52,53,94,95,114  
Other: Customer Support Software, Customer Service Software, Help Desk Software

## Technology for Business Corp. (M,C)

310-491-3807  
www.tfbcc.com  
Products/Services: 7,1,22,49,166  
Other: Custom and Packaged CTI/IVR Software, Call Center Reporting, Speech Recognition

## Tel-Assist

888-446-8854  
www.telassist.com  
Products/Services: 130,135  
Other: 1st Level Help Desk Service, E-mail Response

## Telcentris (S,C)

866-612-8647  
www.telcentris.com  
Products/Services: 20,103,104,126,127  
Other: SIP Trunks

## TELEHOUSE America (S)

718-355-2500  
www.telehouse.com  
Products/Services: 13,103,144

## Telekenex (S)

415-287-1208  
www.telekenex.com  
Products/Services: 20,103,115,127,164  
Other: Hosted VoIP

## TelePacific Communications (S)

800-399-4925  
www.telepacific.com  
Products/Services: 25,32,71,103,144

## Telerx (S)

215-347-5700  
www.telerx.com  
Products/Services: 22,130,132

## TeleSoft Systems

604-986-4116  
www.telesoftsystems.ca  
Products/Services: 14,46,96,98

## Telesoft Technologies

+44 1258 480 880  
www.telesoft-technologies.com  
Products/Services: 1,23,48,166

## TeleTech (S)

303-397-8958  
teletech.com  
Products/Services: 107,130,132,133,135

## TELONLINE CORP. (V,C)

954-894-6181 x2105  
www.telonlinecorp.com  
Products/Services: 20,48,56,149,159

## Telrex (C)

425-827-6156 x2  
www.telrex.com  
Products/Services: 104,123,175,171,174  
Other: Computer Monitoring Software



**TelStrat (M)**  
6900 K Ave.  
Plano, Texas 75074

972-543-3500  
fax: 972-543-3450  
www.telstrat.com

**Founded in 1993, and headquartered in Plano, Texas, TelStrat develops comprehensive contact center solutions, including the Engage Contact Center Suite. Engage Suite features award-winning technology that makes capturing customer interaction, maximizing agent performance, streamlining workforce management, and knowledge mining call content affordable to any organization. Proven in over 2000 systems worldwide, Engage lets users start with call recording and add more capabilities as their needs dictate, providing an easy, affordable, total solution for optimizing contact center operations. A customer-centric, channel-focused organization, TelStrat offers Engage through a global network of over**

**300 reseller partners, including the most prominent names in telecommunications.**

## Teltronics Inc. (M)

941-751-7725  
www.teltronics.com  
Products/Services: 20,24,25,47,159

## Telvista (S)

800-563-9699 x1  
www.telvista.com  
Products/Services: 46,130,132,135,166

## Telx (S)

212-480-3300  
www.telx.com  
Products/Services: 137,138  
Other: Data Center/Colocation

## The Connection Call Center (S)

800-883-5777  
www.the-connection.com  
Products/Services: 130,132,133,134,135

## The Taylor Reach Group Inc. (S)

416-979-8692 x200  
www.thetaylorreachgroup.com  
Products/Services: 13,46,134,145  
Other: Call Center Audit Tool

## Thomas L. Cardella & Associates (S)

610-933-3822  
www.tlccassociates.com  
Products/Services: 22,130,132,133,135  
Other: E-mail Marketing Campaigns

## Tinet (S)

+39 070 46011  
www.tinet.net  
Products/Services: 103

## Toshiba America Information Systems, Telecom Systems Division (M)

949-583-3000  
www.telecom.toshiba.com  
Products/Services: 7,1,6,20  
Other: Pure IP System, IVR, UM, Video, IP/digital/wireless/softphones, Text-to-speech

## Touch Ahead Software (S,C)

866-960-9301 x201  
touchahead.com  
Products/Services: 52,53,54

## Tripp Lite (M)

773-869-1111  
www.triplite.com  
Products/Services: 137,138

## Trisys Inc. (M,C)

973-360-2300 x104  
trisys.com  
Products/Services: 12,97,104,163,175  
Other: Telecom Expense Management



## Unique Contacts (S)

702-949-0825  
www.unique-contacts.com  
Products/Services: 46,55,117,118,121  
Other: E-mail Marketing

## USA Datanet (V,S)

800-576-4545  
usadatanet.com  
Products/Services: 1,20,101,104,165



## Introducing the Outbound Call Center Online Community

Five9's solutions deliver the benefits of million-dollar systems, but without their hidden costs. Five9's predictive dialer efficiently and effectively helps manage product campaigns, generate sales leads, process account collections, raise funds, administer research surveys, and conduct political and community initiatives. Outbound Call Center campaigns also help increase agent productivity, improve sales results, lower infrastructure costs and increase business agility.

Call centers around the world count on Five9's Outbound Call Center software for more profitable and productive outbound campaigns.

- Free consultations
- Free trials
- Free quotes
- Feature articles
- Case studies
- Technology briefs

<http://outbound-call-center.tmcnet.com/>



Powered by:





# Alphabetical Listings



## USAN (M,S)

888-676-1112  
www.usan.com  
Products/Services: 7,20,22,57,166

## UTOPY (C)

415-621-5700  
www.utopy.com  
Products/Services: 51,136,147,163,175



## Valid8.com (S,C)

781-938-1221  
www.valid8.com  
Products/Services: 143,152

## VanillaSoft (S,C)

866-763-8826  
vanillasoft.com  
Products/Services: 47,52,58,142,150



**Verint Witness Actionable Solutions (C)**  
**Worldwide Headquarters**  
**330 South Service Road**  
**Melville, NY 11747 USA**

**631-962-9600**  
**fax: 631-962-9300**  
**www.verint.com**

**About Verint Witness Actionable Solutions – 100 words Verint® Witness Actionable Solutions® is the worldwide leader in enterprise workforce optimization (WFO) software and services. As the market's first 5th generation WFO solution, its unified Impact 360® suite enables organizations of all sizes to capture, analyze, and act on customer, business, and market intelligence to optimize customer experiences. Impact 360 Workforce Optimization™ includes quality monitoring and recording, voice of the customer analytics, desktop and process analytics, workforce management, performance management, eLearning, and coaching. Used by thousands**

**of organizations worldwide, Verint solutions help improve the entire customer service delivery network to advance service excellence across today's customer-centric enterprises.**

## Vertica Systems (C)

978-600-1000  
www.vertica.com  
Products/Services: 54,136  
Other: Analytic Database Management Systems

## Vertical Solutions Inc.

513-891-7997 x333  
www.VertSol.com  
Products/Services: 52,53,95,114,171

## VICIDIAL Group (S,C)

888-894-8424  
www.vicidial.com  
Products/Services: 7,56,57,58,150

## Vidanetwork Technologies Inc. (S,C)

732-438-0881 x2205  
vidanetwork.net  
Products/Services: 7,1,20,53,104

## VirtualLogger LLC (S)

704-543-6613  
www.virtuallogger.com  
Products/Services: 173,123,134,136,175

## Vocal Laboratories Inc.

**(Vocalabs) (M,S)**  
952-941-6580  
www.vocalabs.com  
Other: Customer Satisfaction Measurement/Customer Surveys, Usability Testing for IVR

## Vocalocity (S)

877-862-2562  
www.vocalocity.com

## Voice Stamps (S)

469-272-4688 x1  
www.voicestamps.com  
Products/Services: 87,90,133,134,166

## Voice Teleservices (S)

207-699-2484  
www.voiceteleservices.com  
Products/Services: 46,121,130,133,143

## VoiceSage (S)

0035312301060  
www.voicesage.com  
Products/Services: 19,160,166,163  
Other: Outbound Interactive Voice Messaging

## VoltDelta Hosted Solutions (S)

866-436-1169  
www.voltdelta.com/ondemand  
Products/Services: 7,104,107,166,163

## Voxeo Corp.

407-418-1800  
www.voxeo.com  
Products/Services: 51,104,159,166,163

## Voyss Solutions

877-847-7544  
www.voyss.com  
Products/Services: 20,34,44,45,149

## VPI (Voice Print International) (S,C)

800-200-5430  
www.vpi-corp.com  
Products/Services: 123,136,156,175,174

## VXI Corp. (M)

800-742-8588 x1029  
www.vxicorp.com  
Products/Services: 93,92



## WebMeetings Today Inc. (V,S)

561-755-2318  
www.webmeetingstoday.com  
Products/Services: 44,45,109

## Wilson Electronics (M)

435-673-5021 x521  
www.wilsonelectronics.com  
Other: Antennas, Cellular Signal Boosters



## Xceedium

703-251-4509  
www.xceedium.com  
Products/Services: 144

## Xeesm

650-384-0057  
xeesm.com  
Products/Services: 47,52,53,98  
Other: Social Relationship Management

## XFER Communications Inc. (V,S)

800-438-9337  
www.xfer.com  
Products/Services: 20,25,27,31,115

## Xirrus Inc. (M)

805-262-1600  
www.xirrus.com  
Products/Services: 23,115,146  
Other: Wireless

## XL Scheduler (C)

+46-31-3404421  
www.xlscheduler.com  
Products/Services: 171,174

## Xorcom (M)

866-XOR-COM1  
www.xorcom.com  
Products/Services: 20,26,31,104,165

## Zeacom Inc. (C)

949-261-3580  
www.zeacom.com  
Products/Services: 22,44,159,166,175



**Enghouse  
Interactive**



## Communications Solutions for the Entire Spectrum of Customer Interactions

- ◆ Operator Consoles
- ◆ Multi-Channel Contact Centers
- ◆ Self-Service / IVR
- ◆ Quality Management / Call Recording
- ◆ IP Phone Applications
- ◆ Integration and Optimization Solutions

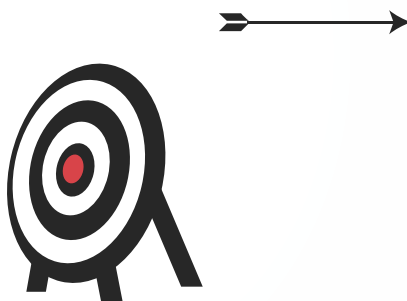
Solutions for Enterprises,  
Resellers & Service Providers

[www.EnghouseInteractive.com](http://www.EnghouseInteractive.com)





# *Selling the **right** product to the **wrong** customer?*



## EMBRASE

San Francisco • Boston • Montreal

*Cloud Communications Experts*

1-800-362-7273 • [embrase.com](http://embrase.com)

## A Customer IP Communications System Roadmap

The best way to choose and implement a new enterprise communications system successfully is by first preparing a system roadmap. To make an informed decision when preparing such a roadmap, it's vital to know what systems currently exist, the justification factors for a new system, what's coming by way of next-gen solutions, and recommended planning guidelines to help you move your communications system forward.

A new IP communications system should be viewed as a business asset and not an expense item. Therefore, effectively justifying the move to an IP system comes down to hard cost savings, productivity and peace of mind, mainly in the form of:

**Reduced hardware costs**, owing to fewer hardware elements; the use of nonproprietary third-party servers, media gateways and SIP telephone instruments; and PC-based soft phones in place of more expensive desktop devices.

**A single shared voice/data IP network infrastructure**, which reduces installation costs, ongoing maintenance expenses, and time-consuming move/add/change operations.

**Enhanced system survivability and resiliency**, based on fewer points of potential system failure; fully redundant geodistributed control server options; pooled media services and gateway resources; and alternate transmission signaling paths among servers, gateways and endpoints.

**A centralized data center system**, meaning more efficient administration, more manageable growth and network expansion, shared application resources across locations and greater user mobility across the network.

**SIP trunk services that provide significant cost savings** through a reduction of PSTN TDM hardware interfaces and fewer off-premises trunk circuits for local, long distance, and E911 transmission requirements.

**Teleworking from anywhere**, which can reduce costs for office space and overhead, and increase the production of road warriors via connections to the enterprise system using a PC softphone, web portal or smartphone.

**Unified communications** for cost/time savings and productivity features such as presence management, IM, calendar access, unified messaging, self-managed audio conferencing, web collaboration, and desktop video communications.

A unified all-in-one IP solution lets an enterprise easily make all system subscribers available to support contact center

operations. Beyond a formalized agent group configuration, co-resident enterprise users with unique work/knowledge skills can offer expertise for customer service, or simply provide back-up whenever call volumes spike and agent staffing isn't sufficient. All call scenarios also get the benefit of things like monitoring, reporting and an analysis of each call, regardless of who participates or how the call is handled across the enterprise.

If an IP system is configured on a SIP-based network for contact center operations, an added advantage is multi-modal functionality and the ability to collaborate and exchange information among dispersed call participants. Networked unified communications tools also are easily applied to contact centers: presence/IM helps agents determine the availability of other agents or experts to address a specific issue; conferencing services facilitate connectivity among multiple parties; mobile solutions support roaming or off-site agents; and teleworking options let you support home agents virtually anywhere.

Several enterprise communications innovations are now in the development or just-released stage, and one such solution worth note is business process automation. In essence, BPA is the automation of multi-step people-centric processes (document management included) using enterprise telephony, unified communications and contact center technologies and practices to distribute work. An IP communications system is actually a sound platform for BPA with its inherent SIP/SOA capabilities, interoperability with third-party applications, and ability to support BPA's objectives of reducing the latency, human error and costs associated with communications contacts and the flow of information.

To identify how a new system can contribute to objectives such as revenue enhancement, cost reduction, competitive positioning, market expansion and improved customer service, following a few key guidelines can help.

Avoid a "one size fits all" system approach by specifying the distinct communications needs of different system subscriber communities.

Educate and gain the support of all stakeholder groups at the beginning of the planning process.

Plan an incremental implementation approach across the enterprise network for manageability, and to avoid too much change at once.

Conduct group (user) trials for new applications and capabilities, phasing in a few features at a time, and ensure sufficient training and help desk support for system interfaces.

For more visit [www.inin.com/research](http://www.inin.com/research). **CIS**

*Allan Sulkin is with TEQ Consult Group. Brad Herrington is with Interactive Intelligence.*

# Do You Own Your Customer?



**Your company** sells the technology. **Your company** installs it and trains the customer on how to best utilize and maximize it. If there is any caretaking required after the sale, **your company** does the moves, adds, changes, and Tier I tech support to keep the customer happy.

Why should your OEM technology partner reap the benefit of the recurring monthly revenue for **YOUR** Maintenance Contract on **YOUR** Customer?

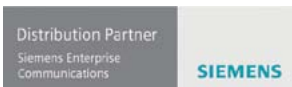
## **STOP GIVING AWAY YOUR REVENUE AND YOUR CUSTOMER!**

Siemens is a globally recognized technology and engineering leader. The OPENScape OFFICE is the MOST ADVANCED Unified Communications / Telephony Platform in the market today, with tight Outlook Integration, Fax Server, Conference Server, and DOZENS of other UC features.

**Intrigued?** Contact the Technology Distributor Partner for OPENScape OFFICE at 866-Go Sotel or [partners@sotel systems.com](mailto:partners@sotel systems.com)

19 Worthington Access Drive  
Maryland Heights, MO 63043  
[www.sotel systems.com](http://www.sotel systems.com)

(314) 787-1800  
(314) 787-1899 fax  
(866) GoSoTel





## ➤ AD INDEX

Altitude software ..... 16 <i>www.altitude.com</i>	Knowlagent ..... 27 <i>www.knowlagent.com/myths</i>
Autonomy ..... 7 <i>www.autonomy.com/speech</i>	Majuda Corp. .... 21 <i>www.majuda.com</i>
Avcomm Solutions Inc. .... 3 <i>www.avcommsolutions.com</i>	Outbound Call Center Online Community ..... 33 <i>http://outbound-call-center.tmcnet.com/</i>
Call Center Software Online Community ..... 9 <i>http://call-center-software.tmcnet.com</i>	PayPerVisit Email ..... 25 <i>www.paypervisitemail.com</i>
The Call Recording Community ..... 19 <i>http://call-recording.tmcnet.com</i>	Richard L. Bencin & Associates ..... 18 <i>www.rlbencin.com</i>
Contact Center Solutions ..... 17 <i>http://callcenterinfo.tmcnet.com/</i>	SimplyCT ..... 23 <i>www.simplyCT.com</i>
eLoyalty, a TeleTech Company ..... 39 <i>www.teletech.com/solutions</i>	Sitel ..... 31 <i>www.sitel.com</i>
Embrase ..... 35 <i>www.embrase.com</i>	Sotel Systems ..... 37 <i>www.sotelsystems.com</i>
Enghouse Interactive ..... 34 <i>www.enghouseinteractive.com</i>	stratasoft ..... 20 <i>www.stratasoft.com</i>
inContact ..... 15, 29 <i>www.incontact.com/getresults;</i> <i>www.incontact.com/disaster-recovery</i>	Telstrat ..... 5 <i>www.telstrat.com</i>
Infocision ..... inside front cover, 38 <i>www.infocision.com</i>	Verint Systems ..... 41 <i>www.verint.com</i>
Jabra ..... 11 <i>www.jabra.com/Avaya</i>	VoiceLog ..... 42 <i>www.voicelog.com</i>

## ➤ MARKETPLACE



**Your Direct Marketing Solutions partner. The ROI you want from the company you trust.**

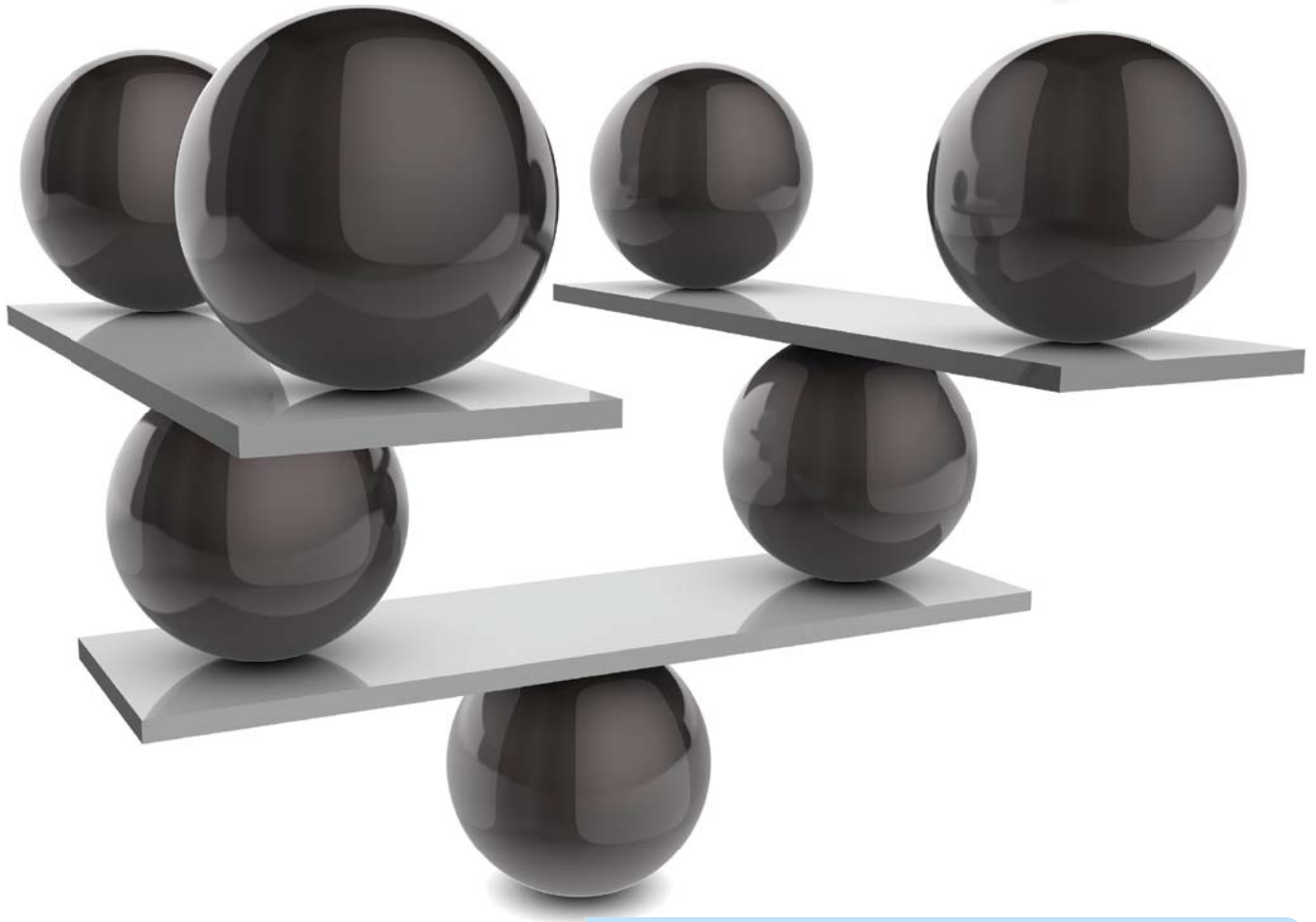
**330-668-1400 | www.infocision.com**

### IDENTIFICATION STATEMENT

**CUSTOMER INTER@CTION SOLUTIONS®** magazine (ISSN: 1533-3078) is published monthly by Technology Marketing Corporation, River Park, 800 Connecticut Ave 1st Fl., Norwalk, CT 06854-1628 U.S.A. Periodicals postage paid at Norwalk, Connecticut and additional mailing offices. Postmaster: Send address changes to: **CUSTOMER INTER@CTION SOLUTIONS®**, Technology Marketing Corporation, River Park, 800 Connecticut Ave 1st Fl., Norwalk, CT 06854-1628 U.S.A.

To subscribe, call toll-free: 800-243-6002. If busy, call 203-852-6800 or write to the circulation director at [srusso@tmcnet.com](mailto:srusso@tmcnet.com). Subscription rates (published monthly): Free for qualified subscribers in the U.S.A. only. For non-qualified U.S.A. subscribers, \$59. All Canadian subscribers, \$89. All Foreign (air mail), \$109. All orders are payable in advance in U.S. dollars drawn against a U.S. bank. Connecticut residents add applicable sales tax.

# Need to Improve Your Multichannel Ability?



eLoyalty designs and implements on-premise, cloud, and hybrid multichannel contact center solutions.

- Serve customers through more channels
- Enhance collaboration with unified technologies
- Profit from more customer intelligence



Free White Paper—The Future is Now: Leveraging the Right Technology Solution to Create the Ultimate Customer Experience. [www.teletech.com/thefutureisnow](http://www.teletech.com/thefutureisnow)

Learn more about TeleTech's industry-leading contact center technology solutions at [www.teletech.com/solutions](http://www.teletech.com/solutions)

Paula Bernier, *Executive Editor*

## Customer Interaction Space Sees M&A

**T**he last few months of 2011 were an active time for M&A in the customer interaction solutions space. News broke in mid October of Alcatel-Lucent's selloff of its Genesys customer service solutions. Shortly after that, Oracle revealed plans to acquire RightNow Technologies.

Marty Beard, CEO and president at LiveOps, told CIS magazine that both deals are further evidence of the move toward the cloud and the central role that contact centers play in business-to-customer relations.

"RightNow is being acquired at a huge multiple because Oracle recognizes the importance of the cloud, and it highlights the growing importance of customer service," said Beard of LiveOps, a contact center software and call center outsourcing provider. "The contact center is becoming the epicenter center of customer communications between the consumer and the enterprises. This is directly impacting customer service at all levels, including multi-channels.

On Oct. 19 Alcatel-Lucent announced that it had received a binding offer of \$1.5 billion from a company owned by the Permira funds for the acquisition of its Genesys business. Permira is a European private equity firm with global reach. Genesys is a long-time leader in customer service software and contact center solutions for enterprises; it reported 2010 sales of \$500 million.

"Permira's intended acquisition of Genesys would enable this profitable business to flourish further; with Enterprise, we have reached the conclusion that retaining it and strengthening it further serves Alcatel-Lucent and our customers best," said Ben Verwaayen, CEO of Alcatel-Lucent, in announcing the deal. "Our chosen direction is to leverage the natural connections that exist between enterprise and carrier customers, and proactively apply Enterprise's strengths and momentum in unified communications and data networking with them."

Alcatel-Lucent also said that Genesys and Enterprise "would continue to enjoy a strong commercial relationship, with a joint development agreement and the two businesses continuing to have access to each other's product portfolios."

Beard of LiveOps said: "Genesys is known as a traditional call center vendor, and the game is changing. In order for them to compete, they had to make a dramatic change and going private is not a surprise." Beard added that "private equity typically looks to take as much of the profits from an ongoing entity and restructure."

As for Oracle, it expects to buy cloud-based customer service provider RightNow for around \$1.5 billion, or \$43 a share.

The deal, which represents a premium of roughly 20 percent on its closing price on Oct. 21, is expected to close this year or early next.

Thomas Kurian, executive vice president at Oracle Development, said: "Oracle is moving aggressively to offer customers a full range of cloud solutions including sales force automation, human resources, talent management, social networking, databases and Java as part of the Oracle Public Cloud. RightNow's leading customer service cloud is a very important addition to Oracle's Public Cloud."

About 2,000 organizations worldwide rely on the solutions of RightNow, which was established in 1997 and went public in 2004. Gartner in September recognized RightNow as a 2011 Magic Quadrant leader for CRM web customer service.

The company's solutions allow customers to access information via e-mail, Facebook widgets, the web or other channels. That way, agents don't have to get involved in inquiries for which customers can find the answers themselves. And the millennial generation tends to like chat or other mediums over phone calls anyway, so this speaks to that customer preference.

For example, RightNow delivers a service called RightNow CX for Twitter.

The importance of businesses making it easy for customers to get answers is highlighted in a new study from Convergys Corp., which indicates that the percent of U.S. consumers who report a bad service experience to the offending company continues to rise, up 5 percent in the past year and up 13 percent since 2009. The top complaint, according to the study, is customer effort.

"Clearly, 'effort' is the flashpoint of the service experience, and those companies who make problem resolution hard for customers can pay a stiff price," said Igor Sarenac, Convergys vice president.

"Although small in number compared to the mass of U.S. consumers who gave high marks to service in the research, greater vocalization by a handful of dissatisfied consumers can do considerable damage to a company's reputation, leading to a drop in consumer purchases, reduced advocacy, and new customer avoidance," he noted. **CIS**



We set the standard in workforce optimization.  
**Then we raised it.**  
**Five times.**



## **IMPACT360®** Workforce Optimization™

Voice of the Customer Analytics | Quality Monitoring | Recording | Workforce Management  
Desktop and Process Analytics | Performance Management | eLearning | Coaching

### Introducing the Market's First 5th Generation Workforce Optimization Solution.

Since 2005, Verint® Systems' Impact 360® Workforce Optimization™ suite has helped redefine customer service by bringing key contact center functions together on a single platform. Now, this 5th generation solution is setting new standards for:

- ▶ Real-time enterprise collaboration
- ▶ Navigation and ease of use
- ▶ Total cost of ownership
- ▶ Simplified system administration
- ▶ Depth of functionality

Learn how Impact 360 can give your organization visibility into what customers think, want and need—and how effectively you're delivering it. It's **Intelligence in Action™**. Visit [www.verint.com](http://www.verint.com) or call 1-800-4VERINT.



After nearly 100 million calls,  
it's fair to say that #1 for #1,  
we're the undisputed, shining star in  
custom, affordable phone verification.

BSG's VoiceLog Third Party Verification (TPV) and call-recording services enable companies in all industries to better qualify customers and increase consumer satisfaction. VoiceLog offers flexible and customized TPV solutions to get you the quality verification you need while saving on your bottom line.

For more than a decade and nearly 100 million calls, we have been a trusted partner to hundreds of companies to ensure quality sales and control.



**Live Operator TPV**

Places high quality operators interacting with your customers.



**Automated Scripted TPV**

Utilizes professionally recorded statements and questions which are played to your customers.



**Call Recording**

VoiceLog records the "wrap-up" conversation between sales agents and customers.

**VoiceLog**<sup>®</sup>  
Verification Services

To learn more, visit: [VoiceLog.com](http://VoiceLog.com)  
800.830.9896

