VOCALCOM
Connecting to Customers

Issue 1

Contact Strategy Software for Social Customer Relationship Management

Welcome

- Modernize your customer service and be ready for opportunities ahead. Engage with customers how they choose – anytime, anywhere, anyway and provide a consistent customer experience across channels. Vocalcom is the global leader in contact center software & technologies for businesses of all sizes bringing the power of a complete All-In-One business solution to lower costs while improving agent productivity, customer experience, and business agility.

- Vocalcom' s new Contact Center Solutions go Mobile, Social and Cloud, providing agents with cross-channel service capabilities and a complete customer view within one powerful console, that lets you engage with customers the way they want to. A modern technology providing unprecedented ease of use, designed to simplify multi-channel communications and build a knockout mobile customer experience.

- Founded in 1996, Vocalcom is the trusted contact centers' choice.... The trusted contact centers' choice of over 550,000+ users and with a global presence in 37 countries, Vocalcom aims to become the preferred partner of leading contact centers worldwide. How is your company harnessing the power of social media to reach your customers and prospects?

"From the Call Center to web customer service, social media and beyond, Vocalcom is changing the game, transforming the customer experience"

- Anthony Dinis, CEO

Contact Strategy Software for Social Customer Relationship Management

**Modernize Your Contact Center
Go Mobile, Social and Cloud,
All-In-One**

- **Make the most of your Contact Center** - The Vocalcom solution for Cloud Contact Center is designed to build powerful customer connection and breaks all the boundaries with an **unprecedented ease of use**. Deliver great customer experience from your **Call Centre** to the **Web** and **Social Media**. Vocalcom gives agents unrivaled cross-channel service capabilities and a complete customer view. Better yet, a very intuitive agent console lets you engage with customers – Easier - Faster - More Efficiently.

- An all-in-one business solution designed to **lower costs, while improving agent productivity, customer experience, and business agility**. Cloud or on-premise you choose your Contact Center solution…

- **Cloud Contact Center Platform, Powered by Amazon (EC3) - Simply Powerful and Cost-Effective**. Bypass outdated and inflexible software. Based on our rock-solid record of reliability, Vocalcom provides an outstanding Multi-channel Cloud Contact Center solution, providing universal access and auto-dialing capabilities to Contact Center of all sizes. Get the most productive and cost-effective agent arrangement for your business. We support at-home agents, globally distributed workforces, and multi-site locations through secure web-based access. The Vocalcom system is so easy to set-up and use, your Contact Center can be up and running in weeks or less. The infrastructure behind Vocalcom Contact Center is powered by Amazon and was designed with high availability, scalability, and reliability in mind - Vocalcom Contact Center will automatically expand or contract to meet usage demands.

- **Create Stunning Multi-channel Customer Experience** - Don't pay to add channels! Provide universal access to your customers through voice, email, SMS, chat, social media, video and WebRTC. As a unified solution, Vocalcom universal queuing allows consistency of service regardless of channel and enhances efficiency as agents, handle multiple contacts simultaneously and quickly access customer context information. Our flexible, easy to use Reporting and Analytics lets you track critical multi-channel Contact Center metrics so you can make smart business decisions. Create your own reports, or use our prebuilt templates, save and schedule your custom reports.

- **Mobile & Social Customer Service in Action** - Improves customer service - Increases sales opportunities & Improves customer service reducing customer service costs through social customer service. Take full advantage of the Vocalcom all-in-one solution to **Monitor, Engage and Support** your customers in the Social Media arena, harnessing the power of social media to reach your Customers and Prospects. Vocalcom' s solutions enable a social media conversation to happen, but also to go to private conversation.

- **Why Vocalcom?** Go with Vocalcom to differentiate your business through an outstanding multi-channel consumer service as Cardiff insurance, Gaz Metro Plus, Renault, McDonald's, Orange, Teleperformance , SITEL, Flow Energy, Jet2 or Uswitch. At Vocalcom, that's what we do the best.

- **It will be great to hear from you - Let's talk**.

At Vocalcom we continue to pioneer the reinvention and evolution of call center solutions for businesses worldwide, empowering users to push limits and break boundaries, to truly transform the customer experience.

We're very proud to provide to market the latest release of our Hermes. Net software, which encourages an entirely new way of thinking.

A customer doesn't necessarily remember what you did, but will always remember how you made them feel and so a core theme of Hermes.Net v5 is support for extraordinary customer contact strategies. With Hermes.Net v5 tactical thinking is uniquely 'configurable', so connecting with customers is more personal, more accurate and more relevant, at the right times and on the right device.

Hermes.Net v5 is fast and easy to deploy, unconstrained by cost prohibitive IT resources based on users being empowered to define exactly what they want. It can complement the most basic call center, enabling a company to evolve into the most advanced, including social, web and video channels.

Hermes.Net v5 - It's Almost Human

Hermes.Net v5 is much more than contact center software incorporated into your CRM strategy. It's intelligent, so much so in fact, it's as though there's a 'human being' making personal contact decisions with ultimate precision. With Hermes.Net v5 you really can trust social interaction through your contact center.

It can step you through set-up, guiding on what to think about and helping to optimize your customer contact strategy through assisted configuration.

Hermes.Net v5 means no more waiting in queues, more precise and infinitely more personable outbound dialing, geographically relevant real-time social responses, a framework for 'instant connect' mobile applications and so much more.

Hermes.Net v5 – Evolve and define a Complete CRM Strategy

Seemingly advanced contact center software capabilities such as blended multi-channel, advanced outbound dialing, real-time social interaction and CRM software 'integration' are a fait-accompli with Vocalcom's Hermes.Net software.

Hermes.Net v5 makes it even faster and easier to connect with CRM software or even build your own; consider your contact center and CRM software as one solution, as part of a more complete CRM strategy.

Simplicity Drives Success

Having an even more capable Contact Center solution doesn't mean it's more complicated. Vocalcom's Hermes.Net v5 provides a clean, fresh and extensively redesigned agent interface that's built with a very clear purpose in mind; less clicks, faster more comprehensive access and most importantly, infinite channel support. Hermes.Net v5 supports exactly how your customers want to connect today, and is ready by design, for how they'll want to connect tomorrow.

Defining the Contact Center is even easier, with confidence inspiring set-up 'wizards', rationalized and consolidated views, combined with the continued simplicity of centralized Contact Center admin – it's simple, fast and yet covers every channel, user, skill, queue, campaign for your entire customer facing team.

We Prefer To Work Together

A continuing theme of Vocalcom's Hermes.Net software is 'open' access and a 'partner up' ethos. We're working with the best partners in their respective markets and continue to evolve with them.

Inherently, we can provide anywhere at any time on any device global Cloud Contact Center and with Hermes.Net v5, we set new benchmark levels by which to measure performance and flexibility. We actually create some new benchmarks too; how fast and easy it is to 'connect' with existing CRM software is just one of them, providing Social Customer Relationship Management.

Vocalcom doesn't just implement Contact Center software, we simply start there, and ultimately provide a complete CRM strategy solution incorporating all value add systems to ensure the most compelling 'right here', 'right now' customer experience.

Achieve All Your Business Goals and Transform the Customer Experience

Hermes.Net v5 underlines the achievement of Vocalcom's core vision, to enable businesses of all sizes to come together with their customers on the phone, via the web, in social networks and through mobile applications using unprecedented functionality, flexibility, and scalability whilst reducing costs and improving operational speed and efficiency.

Hermes.Net v5 enables companies to provide a far more personal experience to their customers both based on strategic contact strategies facilitated by the software itself as well as how easily it forms part of the overall CRM strategy, creating a transformed customer experience and 'new world' levels of engagement.

For more information regarding Vocalcom's Hermes.Net v5 Contact Center solution please call……

Source: VocalCom

Social Media for CRM Will Force a Shift From Contact Centers to Customer Engagement Centers

Customers expect to be supported regardless of channel, yet social media engagement is missing from current CRM customer service contact center products, frustrating chief customer officers and vice presidents of customer support. This will force the evolution of customer engagement centers in 2013.

Key Findings

- Customer engagement centers deployed in a cloud-based subscription model will remain the fastest-growing segment of the market.

- Contact center infrastructure vendors will develop complementary and competing offers alongside customer engagement center software suites.

- Innovation by traditional CRM customer service vendors selling on-premises software will continue to lag the cloud-based offerings in key areas such as collaboration, social media and user-interface design.

- The adjacent markets of social software, collaboration, contact center infrastructure, Web customer service, analytics and Web content management are starting to compete with or merge into the CRM customer engagement center software suite market.

Recommendations

Chief customer officers and vice presidents of customer support should:

- Assess two key vendor capabilities: performance in their geographic regions (i.e., potential capacity constraints in cloud deployments), and functionality appropriate to their industry or organization.

- Expect to augment customer engagement center software suite offerings in areas such as self-service, and analytics, because there won't be a single vendor to provide all their needs until 2016.

- Use Gartner's CRM customer engagement center Magic Quadrant criteria to assess vendor offerings, and to understand the weightings we place on individual suite components.

Strategic Planning Assumption

By 2015, organizations that have not embraced the concept of the customer engagement center will lose customers to competitors that have.

Analysis

Serving the needs of the social and mobile customer, while moving across channels and modes of engagement, has shaken up organizations in all industries and geographies. The current generation of customer service and support software for the contact center – that is, where contact with a human is required – is inadequate to support customers on social media. The synthesis of social media engagement with CRM interaction software is transforming the contact center into the customer engagement center. This will disrupt the established software offerings, and open up new market opportunities.

Gartner monitors markets and publishes formal analyses on markets of increasing popularity and interest (see Note 1), as well as those that show substantial change or growth. In this research, we explain our approach to the three components of the analysis:

- Customer engagement center market definition

- Inclusion criteria

- Evaluation criteria and weighting

The Gartner methodology is transparent. We:

- Create a market definition

- Set criteria by which the vendors are evaluated

- Evaluate the vendors through surveys, client interviews, product demonstrations and discussions with system integrators, and we test our evaluations with other analysts who have direct contact with the same or adjacent product teams

The goal of the customer engagement center is as follows:

To create the ability to provide service to a customer as it moves among communications channels – including social media – while retaining the customer's context, and to deliver the appropriate business rule to determine the next best action or process with which to engage the customer.

Customer Engagement Center Software Market Definition

The "Magic Quadrant for CRM Customer Engagement Centers" looks at CRM business applications for customer service interactions. This Magic Quadrant has demonstrated an increase in emphasis on:

- Social media engagement for customer service

- In-line support of mobile consumers

- Intelligent decision support

- Peer-to-peer (community/blog/forum) support and/or integration

At their most basic level, CRM customer engagement center applications handle a wide range of tasks, including engaging customers and prospects on social media channels, creating trouble ticketing, order management, case management, advisory services, problem diagnostics and resolution, account management and returns management. This area may also include government, nonprofits, and higher education, where the target is not always customers, but could be students or citizens. This may also involve knowledge-enabled (such as advanced search tools) and process-centric/enabled service resolution, community management, offer management and service analytics dashboards.

Market Overview

CRM customer engagement center applications are designed to enable employees or agents of a company to support clients directly, usually within a

call center, contact center or customer engagement center, whether on the phone, a website or through social media. The center may be used in organizations such as:

- Consumer goods retailer support centers

- Customer care in support of a business service, such as financial services

- Customer services and advisory services in retail banking, wealth management or insurance; hospitality; telecommunications; government; utilities; or travel

This market includes customers seeking support or service on social media channels, such as Facebook, Twitter, community sites, corporate websites and blogs.

CRM customer engagement center products include technical-support software that is built to enable employees or agents of a company to support the clients directly, usually in a call or contact center. It is typically focused on clients' product use, implementation and problem resolution. (This document is a companion research piece to be used in conjunction with the yearly "Magic Quadrant Criteria for CRM Customer Service Contact Center, 2012.")

Software Functionality Changes in 2013

In early 2012, Gartner advised clients that the emerging need to support customers on the Internet and social media, as well as on mobile devices, was having a profound impact on future planning. This trend is a major challenge to the software vendors to develop or acquire new capabilities. We have seen a number of market moves subsequent to this period, including several acquisitions in this space by Oracle, and others (e.g., salesforce.com and Kana).

It is important to understand the specific additions to this year's functional criteria. The key software capabilities that differentiate a customer engagement center from a customer service contact center are:

- Good extensibility to reach the mobile consumer

- Proven integration with peer-to-peer support systems

- Social media management for customer service

- Strong analytics of text, voice and video

- Sentiment and reputation analytics

- Flexible business process modeling capability

- Ad hoc reporting and analysis of big data

- Open application design for third-party functionality extension

What Stays the Same

The emergence of the customer engagement center does not mean that established software does not continue to serve an important purpose. We continue to look at the core application capabilities, delivered as much as possible with out-of-the-box (or off-the-shelf) functionality. In practice, this means a strong set of industry and process-specific business logic and data, as well as basic case management (or problem/service resolution). Through process design or functionality breadth, the system must support end-to-end customer service processes (customer need to resolution) for the chosen market.

There are markets that complement the customer engagement center, including workforce optimization, Web customer service and contact center infrastructure. Many of the vendors in these markets are exploring how much of the customer experience they should control, versus how much they should support. For example, the contact center infrastructure vendors often complement and compete (this is sometimes referred to as being "frenemies") with the customer engagement center vendors. The point of demarcation that defines what software to purchase from one of the other types of vendor depends on the type of customer support organization and customer engagement center a business requires.

Vendors will be measured on the capabilities of their product releases to support customer service and on the technical support of their multichannel and cross-channel environments. Published APIs are critical to connect (or expose) an application's customer service functionality with another system or process. However, IT organizations should look carefully at the integration approaches taken by the vendor. No single approach is sufficient, because, on occasion, small datasets require updating, and, in other instances, large datasets might be involved. In addition, some interfaces may need to be in real time, while others are in batch. This is a critical area that is fraught with information gaps.

The functionality portion of the vendor rating is developed by weighting:

- Case management/problem/service resolution: 15%

- Knowledge solution: 15%

- Real-time decision support: 10%

- Integrated email/chat, collaboration tools: 10%

- Multisource search optimization and authoring: 10%

- Visibility into the social graph, and monitoring of the community: 5%

- Full support of customers using a mobile device (such as mobile chat/messaging and content): 5%

- Offer management/sales capability: 5%

- Adaptive business rule engine: 5%

- Support of video libraries and video chat with customers on Web/mobile: 5%

- Support of collaborative online communities: 5%

- Enterprise feedback management: 5%

- Predictive customer analytics: 5%

This function list underscores the critical role of a well-designed request for information, as well as the role of the Gartner analyst to synthesize and prioritize Magic Quadrant shortlists based on business requirements.

The vendor must have a stable product development team for each product module it sells, or a demonstrated successful strategic partnership. Look carefully at regional and industry anomalies in vendor capabilities. For example, the software as a service (SaaS) model of software deployment is in high demand and is a good match in the U.S., where most of the major vendors' application infrastructure and data infrastructure are located. When prospects are located far from these data centers and the telephony infrastructure that connects to the CRM application, the chances for issues of latency grow.

There are also issues of data privacy and, potentially, concerns such as the USA Patriot Act. Another factor is process complexity: As older application systems are accessed, Web services might not work, or APIs may not be available. There is also the problem of the availability of consulting and integration resources. All of these play a role in the Magic Quadrant process.

Market Presence and Momentum

An additional set of factors that affects our evaluation is the presence that a vendor has in the market, and the momentum of its growth. A vendor with stagnant sales or an ineffectual marketing organization should concern prospective buyers. Gartner's criteria specify that vendors should:

- Have a minimum of 15 customers using the software for customer service and support functionality in a contact center, including examples of social media integration

- Have at least five new customers for customer service and support during the past four quarters in at least two geographic regions – for example, the Asia/Pacific region, Latin America, South America, North America and Europe

- Be able to demonstrate at least $7 million in software revenue for core customer service and support in the contact center (i.e., as the desktop of record) from new clients during the past four quarters

- Demonstrate that they will equal or exceed the previous four quarters of business results in the upcoming four quarters

- Appear regularly on client shortlists

- Have a practice with sufficient third-party consulting and integration firms to grow at a double-digit pace for five years

- Have sufficient professional services to fulfill current and future customer demands during the next six months, and at least enough cash to fund a year of operations at the current burn rate

- Have the technology to support an extension to cross-channel customer service, without the need to code in a new development environment, including mobile and social media

- Be trendsetters or market movers, based on their software and strategies

Note 1. Customer Service and Support in the CRM Market

The CRM market as a whole continued to enjoy growth in 2012, with customer service and support software accounting for 40% of the market and experiencing double-digit growth. Within customer service and support, the customer engagement center software accounts for more than 75% of total spending. Much of the growth in customer service and support software investments is due to two factors:

- Adding missing functionality to support true customer engagement beyond the narrow confines of inbound customer care (25%)

- Replatforming from on-premises software purchased as a perpetual license to SaaS in a cloud-based model, where a yearly subscription fee is paid (75%)

Source: Gartner Research, G00250656, Michael Maoz, 1 April 2013

Vocalcom's Customers Best Practices

VOCALCOM Solutions enables all business processes, sizes and sectors in one Solution :

Easy to go live multi-channel Campaigns :

Easy to integrate with your business :

Easy to use for your agents

Easy to connect to all your channels

Our customers tell the story : from healthcare, finance services, automative, to real estate sectors, vocalcom MEA team reaches a deep level of experience to build successful customer services strategy as part of your CRM

Deliver the Growth with Vocalcom and deliver it faster and unconstrained by technology limitation to feel more Free, easier and flexible :

- Healthcare : Burjeel Hospital integration with SAP CRM

- Financial Services : National Bonds, Integration with Microsft Dynamics CRM

- Real State : Dubai Properties, Integration with salesforce cloud

- Cloud Solutions : Dreambox,

- Services : Fitness First : LandMark Group, Social, Web, Kiosk Solution, integration with home crm

- Media : MBC, Ticketing System, Knoledge management, designed

Source: VocalCom

Vocalcom provides leading-edge call center technology in the cloud that supports any communication channel and deliver an exceptional customer service experience. Connecting with customers has never been this more convenient, user friendly or cost effective. Vocalcom's Cloud based Contact Center Software is designed to manage interactions via an intuitive, collaborative application, regardless of the channel. This allows you to manage every interaction as if it were one conversation across channels of voice, video, chat, email or social.

If you're just starting out with a few agents or have a large base of 1000's of agents our software scales to help carry this conversation no matter where your agents are located. We're trusted by over 550,000 users across 47 countries. Vocalcom provides the world's most popular multichannel contact center solution in the Cloud, highly recommended by 3000+ successful customers. Don't miss out on the opportunity to get started in no time. Deliver easy and cost-effective multi-channel customer service. We don't succeed until you do. Visit www.vocalcom.com

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