

Amcat customer wins top industry award

Congratulations to Amcat customer blackandwhite.co.uk who was judged Best Specialist Mortgage Broker 2005 by Mortgage Introducer magazine.

A key contributing element to blackandwhite's success is its Amcat inbound/ outbound contact management system. It specifically helped the company to improve its processes and communications in the following areas:

- Improved management of prospect and customer data & records, leading to more intelligent communications
- Enhanced agent scripting to support legal requirements and company messaging by integrating vital data into the interaction
- The ability to accomplish more with the same level of resources.

Speaking for blackandwhite.co.uk Chairman Mr Christopher Ollerenshaw said, "To meet the latest FSA & MCOB regulations that stipulate greater control over how and when customers are contacted, Blackandwhite.co.uk has also shown its commitment to compliance, with a significant investment in call centre technology from Amcat and the setting up of a

dedicated compliance team. With more rules over contacting customers, we have had to become more intelligent in the way we manage our data and also ensure scripting meets all legal obligations. With Amcat's technology, that manages both inbound and outbound calling, we are able to meet both of these needs and still maximise productivity. Our thanks goes to both to our suppliers and of course to our own staff, who through their professionalism have directly contributed to the winning of this award."



The BlackandWhite group's award winning team

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are often not part of the physical contact centre, but are elements of your enterprise. In addition, Amcat links multiple data sources, Web-based channels, email, video and self-service into a unified communication solution eliminating silos and barriers.

One of the key elements of the distributed contact centre from Amcat is our award-winning Enterprise Edition which offers the following capabilities:

- **Multi-tenant functionality:** Allows you to share resources in a distributed environment
- **Multiple Amcat Communication Framework (ACF) engines in a single distributed environment:** Allows you to centrally control multiple engines to facilitate high density operations
- **The ability to link and manage multiple data sources**
- **HAC and MSN clustering for greater business continuity and uptime.**

With Enterprise Edition your company can now afford to present a comprehensive unified face to your customers and increase customer satisfaction and revenues. For further information please contact your Amcat account manager.



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Contact Centre Management News

First Quarter - 2006

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The rise of Integrated Customer Contact



Robin Goad

- Senior analyst at DataMonitor Robin Goad gives an insight into how contact centres can transform their operations

These changes are driven by business imperatives, but they are enabled by technology. From the technology perspective, it is important to select a platform that will provide the following functionalities:

- Support for a distributed contact centre environment across multiple sites, types of employees and self-service systems
- Support for a complete customer lifecycle across multiple inbound and outbound channels

Research shows that the most successful companies are the ones with the most satisfied customers. Consequently, the role of the contact centre is changing: from being a cost centre to something of strategic importance whose performance directly impacts the success of the business. The most forward-looking companies are responding to this challenge by moving away from the old fashioned silo approach to customer service.

The contact centre is expanding to take advantage of expertise that resides elsewhere in the organisation, particularly in the back office and the branch network. By bringing some or all of these resources into the contact centre, a company will increase the level of customer service expertise it has available, resulting in more first time call resolutions. This in turn will lead to improved customer retention and cross/up-sell rates.

- Easy integration with CRM applications, knowledge bases and other back office systems. The next generation of contact centre should be about managing business processes, not just routing customer contacts. This cannot be achieved without a tight integration between the contact centre platform and all of the other systems utilised during the execution of a business process.

The full DataMonitor Whitepaper, 'A new model for Integrated Customer Contact' is available to exclusively download from the Amcat web site www.amcat.co.uk or contact 0161 772 7100. Robin Goad has also given presentations at Amcat's series of Contact Centre Evolution conferences.

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DATAMONITOR

Message from Amcat



Amcat customers are improving customer services by taking advantage of the capabilities of the extended, distributed contact centre. We have dedicated this issue to sharing a few of these stories as well as background research as to how the contact center is moving in this direction. Whether it's expanding the content that your customers require to make decisions, extending contact centre capabilities to knowledge workers where ever they are located, linking multiple sites or ensuring business continuity, our customers are using distributed Amcat technology to increase their effectiveness and services with their customers.

We have asked Datamonitor, one of the industry's leading contact centre analysts, to look into and write about the concept of the integrated and extended contact centre and why it is emerging. Our lead article discusses the new white paper they have created for Amcat. If you are interested in obtaining the full white paper, 'A New Model for Integrated Customer Contact' please contact us: 0161 772 7100 or email us at smart@amcat.co.uk or go to our web site at www.amcat.co.uk

We are also pleased that the new Amcat Enterprise Edition has won Customer Interaction Solutions Product of the Year award. Enterprise Edition provides many capabilities that enhance a distributed environment. Finally, we are very excited about our move in March to a new state-of-the-art facilities for our corporate headquarters in Oklahoma City, U.S.A.

It's a busy time period for all of us. We want you to know that all of us here at Amcat worldwide are ready to serve you and help you improve your customer contact capabilities.

Marcus Robinson - UK Managing Director
mrobinson@amcat.co.uk

Talking Technology

Recently, we discussed how distributed contact centres help you improve your ability to serve your customer. Distributed solutions enable your customer to become the focus of your communication efforts, no matter where your agents, knowledge workers or content resources are located. By doing this you can eliminate call-backs and missed calls and make it easier to resolve a customer's need within the first call, leading to real cost reductions.

While first call resolution, whether for sales or service, has become a key driver to measure success, most call centres are configured to achieve the exact opposite. Numerous data and communication silos create frustrating artificial walls and isolate customers from doing business with your company. Silos are created when organisations implement a business contact process without taking into consideration the numerous interdependencies required for customer interactions, accessing appropriate content and through restrictive, closed technologies.

Amcat has created a virtual, distributed contact centre that provides a unified

face to each customer. While this concept is not new, it has not been affordable for most organisations. Amcat makes the distributed contact centre concept affordable, easy-to-implement and manageable for any size organisation delivering the following benefits:

- *Reduced operational costs*
- *Increased customer satisfaction*
- *Increased revenues.*

The components of the distributed system:

The virtual distributed contact centre extends the contact centre to remote workers and agents, remote sites, and to knowledge workers who



Amcat CTO, Jim Texter

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SUCCESS STORY

walter TeleMedien: International Outsourcer

Amcat distributed contact centres are providing fast return on investment to a number of companies of various sizes.

walter TeleMedien selected the Amcat system for two key reasons:

- *Its ability to deploy a distributed contact centre to facilitate the hundreds of agents required*
- *The desire to provide its agent teams with the best customer interaction tool possible.*

The walter TeleMedien Group is one of the pioneers in the Telemarketing sector. Since it began operations in 1977 it has established itself as a leading Call, Communication and Service Centre provider in German speaking countries, employing 5,200 staff and producing a turnover of 106 million euros (2004). The walter TeleMedien Holding, with its registered office in Ettlingen has 12 branch-oriented subsidiaries. These subsidiaries, consisting of 34 Call Centres, Communication Centres and Service Centres, operate at 15 locations in Germany, Austria and Switzerland.

The walter TeleMedien Group practises a company philosophy: "The customer is the core element and the raison d'être of the company". To deliver on this philosophy, each subsidiary specialises in specific business areas providing



DISTRIBUTED CONTACT CENTRE



the type of high value interactions that its blue-chip customers demand. This type of specialist knowledge has created demand from many well-known organisations in mail order, telecommunications, banking, insurance and pharmaceutical industries.

The company's primary focus in selecting a contact management system was on the interaction between man and technology. This means much more than ease-of-use, but it needed to enhance the human role within the interaction with each customer. Amcat's agent interface and scripting tool along with its crisp efficient operation fulfilled these expectations and played a major role in the selection of the Amcat system.

"Our agents require the best IT systems. The agent's success is based on this IT system and all of its capabilities that help us serve our customers." explains walter TeleMedien's Manfred Plaar. "Only when we found a system that facilitated the role of the agent, could we implement a new solution."

The distributed contact centre also focuses on the agent's interaction with the customer. The company employs the best talent in the country and has extended the contact centre to key geographic locations near where the agents are located. The initial distributed contact centre system is installed at the company's headquarters in Ettlingen and at two locations in Magdeburg, with plans for more locations. All sites will be connected via the company's wide area network.

Making Contact

A regular column that interviews leading executives from the call centre industry.



Paul Harris

Please tell us your name, job title and who you work for?

Paul Harris, Call Centre Director at Converso Contact Centres

Describe your job and say why you enjoy it?

The majority of my time is spent interacting with people. I love my job because it's never the same from day to day. We have the perfect working environment with a great buzz from our staff as they arrive full of life. It's great fun and I thrive on the atmosphere.

What are the key qualities you look for in a call centre representative?

Key qualities are passion, ability and persistence – these apply to both inbound and outbound staff. Commitment and a desire to succeed are important, as is self-motivation.

What people have helped you in your career and how?

One of our non-exec. Directors, Avinder Mahjara. He has been invaluable over the years through his support and guidance on issues such as long-term planning and budgeting.

Which multinational would you like to run, and why?

GB. Yes, I'd love to be PM. I'd start with privatising every government service or department. Today's politicians are reluctant to make unpopular decisions which is what is really needed. More reforms to encourage entrepreneurial spirit. Also more patriotism – scrap May Day and and replace with St. Georges Day.

If you could meet anyone famous - living or dead - who would it be and why?

Winston Churchill – greatest living Englishman and inspirational leader. Also Joe Strummer (Clash) grew up with him. Like Churchill, admire him for sticking to his beliefs.

What would be your ideal weekend break?

Spend with my wife (minus the kids) at a posh manor house in Devon or Suffolk. Or my favourite City, Lisbon (my wife's Portuguese)

If you could take two books to a desert island what would they be?

Catch 22 and all the 'Flashman' books

What's your favourite sport/team?

Crystal Palace. I have a grand-daughter called Crystal. In 20 years time we hope she'll settle down with Mr Palace.

How do you relax, and do you find it easy to switch off out of work?

Football, fishing and motor-biking (Suzuki Bandit)

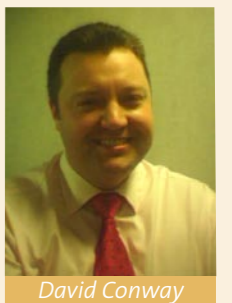
Customer Care An open platform

Further to our extensive research on customer requirements during 2005, the customer service and support team will be focusing this year on fulfilling these goals with a number of new initiatives.

Our series of regional conferences throughout 2006 will give both existing and new customers easy access to our all our personnel from account management through to support and new product development. We believe that these regular events will ensure that customers get the very most from their investment and at the same time gives them the bonus of talking to other Amcat users so they can share and exchange ideas. By introducing regular and structured forums, we are aiming to promote a culture of 'openness' and on-going dialogue with existing and prospective customers.

Customers will also notice that the Service Desk has undergone improvements with the installation of our own Contact Centre Suite software that will handle all inbound support calls. Like many of our customers, we are also taking advantage of the technology's ability to effectively track and monitor responses to calls, so that appropriate follow-up actions are made and high levels of customer service maintained.

I look forward to meeting you at one of our forthcoming conferences. In the meantime if you have any queries on customer service or support issues or would like to make any suggestions please contact me on dconway@amcat.co.uk



David Conway