

Call Center Times

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HOW TO MAKE OUTSOURCING TO DEVELOPING COUNTRIES WORK FOR YOU (A Q & A WITH ROB O'MALLEY)

1. Right vendor

There are lots of vendors that have sprouted up in developing countries but the difference between good vendors and weak vendors is immense. Even vendors that have a good reputation often fail to deliver. The key to vendor selection is to deal directly with the people who will be managing your business on a day-to-day basis. You should be convinced by their experience and ability rather than their technology, client list or offices.

2. Experience counts

Do the people managing the business know how to make your project a success? Remember, it is the quality of the operational management, which makes the difference.

3. Don't assume

Anyone who has worked in any developing country will tell you this is the most

important thing to remember.

4. Use multiple vendors

If your project is of sufficient size, use more than one vendor. The management of offshore operations generally requires more intensive management. The use of two or more vendors is an effective way of driving continued improvement from your vendors. It also acts as a safety net in case one under-performs. Ensure that the vendors are aware of the involvement of the other vendors. This will motivate them, as they will know there is the opportunity of additional work and having the work taken away from them depending on their performance.

5. Count the cost

It is true that offshore outsourcing brings substantial cost reductions but some vendors propose complex pricing structures in order to hide costs. This is typical of

business in many countries, so be sure to always insist on a transparent pricing structure. Vendors will often try to hide costs such as telecoms, account management and other costs. Be careful and always ensure you are aware of all the costs. Be careful and always ensure you are aware of all of the costs before you start.

6. Exit strategy

Don't start a project without knowing how to finish it. Over the next few years, you will see vendors with weak business models go out of business as their funding dries up. You must know how to cope if you are no longer able to do business with the vendor. This is far easier to control with tactical outbound projects but always be prepared.

7. Continually evaluate

Set Key Performance Indicators (KPIs) and continually review them. Without tight management, problems can occur quickly.

It will always be far easier to manage a project if the KPIs are understood straight from the very beginning.

8. Own the strategy

You need to control the strategy and then clearly define the execution plan for your vendor.

9. Sceptics succeed

Work from the assumption that your outsourcing will achieve limited success and that everything can go wrong. Probe deeply in order to ensure you're not working with the right partner.

Rob O'Malley is a founder and The Chief Operating Officer of Asian Call Centres, a vendor of offshore call center services based in Manila, Phillipines.





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SER Extends Call Management System Capabilities To Address New Federal Regulations



Enhanced Product Capabilities Leverage Leadership in Contact Center Solutions to Offer Rapid and Cost Effective Compliance with FTC Mandates

SER Solutions, Inc., a leading provider of call management systems, has announced new enhancements to its portfolio of contact center solutions in response to recently announced regulations by the Federal Trade Commission. The new capabilities, featured on the *Call Processing System™ (CPS)*, *Gateway™* and *Centenium XL™* contact center solutions, provide contact center operators with a cost effective solution to comply with regulations related to transmission of caller ID, maximum abandon call rates, and a national "do-not-call" registry.

"The introduction of new federal regulations has created additional constraints on the industry", said Brian Huff, Managing Analyst, Contact Center,

Operational and Analytical CRM, Datamonitor. "Now more than ever, call center operators require solutions that increase productivity while providing the capability to effectively address crucial regulatory mandates."

In response to the FTC's requirement for caller identification, both SER's state-of-the-art *Call Processing System* and *Gateway* solutions are specifically designed to transmit the telephone number and company name on the caller ID screens of called parties when coupled with SER's Telephony Services Platform (TSP). For customers using *CPS* and *Gateway* in conjunction with SER's flagship *Call Processor*, the CP12000 Caller ID Module will provide transmission of the telephone number of choice on the called party's caller ID screen. SER is delivering these campaign-by-campaign caller ID capabilities well before FTC's required January 29, 2004 deadline.

In order to maximize the talk time per hour and comply with strict abandon rate mandates, all of SER's contact management

solutions support a sophisticated dialing algorithm that guarantees calls are transferred to a customer service representative within two seconds of the person's completed greeting. SER provides call center operators the flexibility to customize the abandon rate by campaign in order to conform to specific calling requirements. In addition, SER's *Encore Plus™*, an automated message delivery system, ensures contact center operators adhere to abandon call rate legislation by providing the ability to record campaign specific messages, which can be played in the unlikely event that an agent is unavailable at the time a consumer answers the telephone.

While the FTC has announced plans to implement a national "do-not-call" registry in the second half of this year, SER's contact management solutions already provide users with advanced "do-not-call" capabilities. The systems compare records that are about to be called against an external database of numbers that must not be called, all in real time, while the dialing is taking place. All numbers marked "do-not-call" are not dialed.

"To remain competitive,

contact center operators are searching for new, innovative solutions that will allow them to increase agent productivity while complying with newly enacted Federal regulations", said Carl E. Mergele, CEO, SER Solutions, Inc. "SER's advanced contact center solutions deliver on both fronts by providing customers with the industry's most proven, reliable and cost-effective call management systems while ensuring critical regulatory compliance."

SER is leading the contact center industry by speaking out against proposed abandoned call legislation in the Telephone Consumer Protection Act. To communicate the destructive nature of the legislation being proposed, SER has corresponded with the Federal Communications Commission and Virginia federal legislators on behalf of its many contact center customers.

Used by 14 of the top 15 outbound teleservices centers in the United States, *CPS* is a complete, turnkey system that combines workhorse predictive dialing with inbound and call blending features.





eOn Launches Release 5.0 of eQueue Solution

eOn Communications Corporation(tm) (NASDAQ: EONC), a leading provider of unified voice, e-mail and Web-based communications systems and software, launched the latest version of its eQueue® Multi-Media Contact Center Solution at the Call Center Las Vegas Conference and Exposition. eQueue Release 5 adds significant enhancements, including integrated workforce management and a new SIP telephone for VoIP (Voice over Internet Protocol) applications, as well as a new administration tool.

New with Release 5, eQueue WorkForce is a completely integrated workforce management application, which easily automates contact center staffing processes to provide employees and managers with the flexibility to meet performance goals while accommodating individual scheduling needs. The robust dynamic scheduling of eQueue WorkForce enables the creation of accurate staffing plans that match customer interaction demand and the workforce resources needed to meet that demand. eQueue WorkForce is fully

integrated with all other eQueue applications to provide automatic, real-time transfer of contact center operational information such as real-time adherence for all media types.

Also new with eQueue Release 5, eOn announces a fully featured SIP (Session Internet Protocol) telephone that can be used in both ACD (Automatic Call Distribution) and PBX (Private Branch Exchange) applications. Designed to be used with the eOn SoftPhone(tm) application, the eOn SIP phone delivers toll-quality voice, and includes a speakerphone, caller identification and speed dial from an address book. eOn has simplified the choice of using VoIP in the contact center by allowing companies to gradually add VoIP technology while still maintaining traditional contact center infrastructure investments. Using the eOn SIP Phone, companies have more choices to successfully deploy a remote agent workforce. Remote workers may also be deployed by coupling the SIP capabilities inherent in the Microsoft Windows XP® operating system with the eOn SoftPhone application.

Additional new capabilities available with eQueue Release 5 include eOn Admin WorkSpace(tm), a powerful and easy-to-use administrative tool for configuring, changing and controlling system parameters. eQueue Release 5 also provides enhanced support for the newest Linux(tm) security features, as well as additional reporting features and advanced permission-based supervisor parameters for eOn Supervisor WorkSpace(tm), the management and reporting tool for the eQueue solution. In order to provide improved management of multi-media interactions, eQueue Release 5 adds an enhanced user interface for eQueue Email and eQueue Chat, as well as the ability to manage multiple Web chat sessions.

“The launch of eQueue Release 5 demonstrates our continued efforts to be the recognized leader in providing comprehensive contact center solutions, which also offer the best total cost of ownership available in the market,” said Kelly Bevan, eOn’s vice president and chief marketing officer. “Key to our customer satisfaction strategy has always been to add support for new

capabilities, such as workforce management and IP phones. Because of the flexibility of the eQueue architecture, contact centers can take full advantage of new capabilities without sacrificing existing applications and infrastructure investments that are essential to the performance and overall operation of their center.”

In celebration of the launch of eQueue Release 5, eOn is also announcing a special ROI (Release 5 Offer Initiative) program for customers who purchase a new eQueue system before August 1, 2003. Through the ROI program, customers who purchase a new system with the eQueue ACD application will receive up to \$50,000 of selected eQueue application software. The free application software includes a choice of either 24 ports of eQueue Recording, 20 seats of eQueue Email, 20 seats of eQueue Chat, or any combination of the above. Further details of this ROI program are available by contacting eOn.

eQueue Release 5 is scheduled for general availability in April of 2003.





CALL CENTER BOOKS

Call Center Books Guide Managers on Monitoring, Advise Reps on "Surviving"

Dartnell Corp. has released new guidebooks that provide call center managers with tips to effectively monitor and coach their staffs, and call center reps with strategies to quickly learn and produce on-the-job.

The Call Center Monitoring and Coaching Guidebook (\$24.95 plus \$5.50 s/h, 111-page paperback book, by David Dee)

This 111-page paperback offers ideas and techniques to efficiently monitor reps' calls - and provide productive feedback to call center staff. It details how to: develop a standard call-monitoring form; give constructive, non-threatening feedback; help service agents overcome their resistance to call monitoring; and give personalized, one-on-one coaching.

The guidebook's four parts offer new as well as experienced managers an effective plan to increase

productivity:

- Part one: Tells how to convey the importance of service expectations to reps, address their concerns about being monitored, and choose the best type of monitoring for the call center.
- Part two: Shows how to create an effective call-monitoring form, and provides samples of forms that other companies have used successfully.
- Part three: Describes ways to provide constructive feedback, and set up a peer-monitoring program that empowers service agents to coach and learn from their colleagues.
- Part four: Outlines the biggest performance problems discovered when monitoring - and offers tips and suggestions for guiding reps toward improvement in critical customer service areas such as communication, listening, and projecting a positive

attitude to every caller. Self-quizzes for reps to evaluate their skills are also included.

The Ins and Outs of Call Centers: A Reference Guide for New Reps (\$23.95 plus \$5.50 s/h, 105-page paperback book, by Jennifer Anderson and Patrick Luce)

This 105-page paperback serves as a primer for what to expect when working in a call center. Included are: an introduction to call center basics such as industry terminology; customer service and telesales training; an overview of call center communication such as e-mail, Chat, VoIP and the Internet; and ideas to work ergonomically. Each section also features self-tests - for reps to evaluate how well they have learned new skills.

The reference guide also details specific tips a new service rep can

- implement right away concerning:
 - Basic phone etiquette, including putting customers on hold and transferring calls
 - Communication, including phrases to avoid

and how to ask the right question

- What to do when they make mistakes
- Handling customer objections
- Proper positioning and use of computer equipment

The Call Center Monitoring and Coaching Guidebook and The Ins and Outs of Call Centers: A Reference Guide for New Reps are available from Dartnell Corp. To order or for more information, call 800-621-5463, ext.

563, or visit www.dartnellcorp.com.

Serving businesses since 1917, Dartnell Corp. (www.dartnellcorp.com) - a subsidiary of LRP Publications (www.lrp.com) - provides training and motivational newsletters, books, videos and audiocassettes on customer service, sales, teamwork and management skills.





DEAL

Columbia House Signs with Sprint to Power 100 Million-Minute Call Center

World's Largest Direct Marketer of Home Entertainment Implements New, Three-Year Voice Services Deal

Columbia House has enlisted Sprint (NYSE: FON, PCS) to provide virtually all of the voice services that power the world's largest direct marketer of music, videos and DVDs. The three-year, multi-million dollar agreement marks the imminent completion of Columbia House's conversion to Sprint services.

Through the new agreement, Sprint becomes the sole provider of voice services to the Columbia House call center in Terre Haute, IN - a facility that handles more than 100 million minutes of conversation per year with members from across North America. The services include enhanced and interactive voice services to help Columbia House provide the best service to its 16 million-plus members. The agreement also includes

voice service for the Columbia House headquarters in New York, and certain Internet Protocol (IP) services that enable employees to connect remotely to the Columbia House network.

"Columbia House is always looking for ways to give its members an enjoyable shopping experience," said Joseph A. Sorisi, Columbia House vice president. "With our new agreement with Sprint, we can continue to focus on advancing the Columbia House business, while delivering true value to our customers."

Added Paul Deering, vice president, Sprint Business - Northeast, "Columbia House depends on its communications services to stay connected to 16 million customers in North America. Sprint is pleased that Columbia House has placed its trust in us to deliver the reliable, flexible voice services that they demand."



OFFSHORE SOURCING

New Consulting Study Considers Offshore Sourcing as a Strategic Component for Contact Centers...Northern Ireland highlighted as region for offshore contact center location and support activities

U.S. enterprises are increasingly considering cross-border delivery of process solutions, particularly contact centers, because they are cheaper, international infrastructure has improved, there is an increased supply of qualified workers, and outsourcing/offshoring reduces risks, according to a new study prepared for *Invest Northern Ireland* by *Gartner Consulting Inc.* * Direct investment in offshore contact centers is also being used as a way for enterprises reduce costs while maintaining control over customer service.

The study prepared for Northern Ireland "Multi-Site Contact Centers: Considering Offshore Sourcing as A Strategic

Component," February 2003, discusses how U.S. enterprises are increasingly leveraging offshore resources to staff customer service and technical support centers, either directly or through an outsourcer. This trend is expected to increase based on the advantages of offshore outsourcing for contact centers.

By 2005, Gartner expects significant consolidation in the contact center industry. Organizations must focus beyond pure cost considerations for growth opportunities and focus on key factors including operations, regulatory compliance, security and privacy, staffing, timing, strategy and infrastructure.

"The reasonably low cost and stable workforce make Northern Ireland a region to consider for offshore sourcing of IT functions," said Jeff Lilly, Gartner senior consultant. "Northern Ireland can offer companies an experienced and skilled



Offshore con't

labor force only found in a mature call center market, but at reduced wages that are more similar to an emerging one."

The combination of call center talent, lower wages and cultural affinity with the United States are reasons organizations may want to consider Northern Ireland as a part of a contact center portfolio.

The Gartner Consulting report cites several companies that have been attracted to Northern Ireland's pro-business environment for contact centers. Halifax Bank of Scotland, Abbey National, Prudential and British Telecom have established contact centers in Northern Ireland to service customers across Europe or North America as part of an overall portfolio of contact center services. Global E-Mail (gem), and U.S.- based Stream and Teletech use locations in Northern Ireland to provide offshore contact center services.

Gartner recommended that

companies consider the following factors to evaluate the benefits of offshore sourcing:

- Competitive state of the industry, specifically time to delivery of product or services.
- High degree of customer interaction and need for CRM services.
- Previous experience with offshore sourcing of business processes.
- Significant margin pressure driving the need for cost savings.
- Need for business continuity and reduction of geopolitical risk.



PRODUCTIVITY SOLUTION

Symon Launches Web-Based Productivity Solution - Vista

SYMON Communications, Inc., has announced the release of SYMON VISTA, a powerful Windows application that creates real-time browser-based reporting displays from diverse data sources. VISTA is specifically designed for demanding enterprise uses such as contact centers, help desks, IT centers, and network operations centers. VISTA provides the ability to create and edit VISTA Applets that display information within web pages, enabling users to convert real-time and historical data into custom browser-based performance and management reports for real-time usage.

VISTA enables enterprises to overcome common reporting product limitations. Enterprises are no longer locked into fat client desktops that can only report on a single data source in a predetermined

format. VISTA frees the enterprise to consolidate data from many sources and to report the data in an almost unlimited number of ways. All of this occurs within a browser-based environment, greatly reducing IT resource demands and life cycle costs.

SYMON enables the enterprise to move reporting to the next level and focus on performance, both human and technology, and present the results in the format most appropriate for the user. This can include everything from agent scorecards in contact centers and help desks, to business metric dashboards for executive management.

"VISTA is an exciting new offering from SYMON. Our long history in data capture, manipulation and reporting for the contact center and other business



Productivity con't

system data is further extended through VISTA's browser-based format," stated Charles Ansley, CEO of SYMON Communications, Inc. "Every executive manager at all levels of an enterprise can now have a real-time graphical dashboard on their desk of exactly what is happening in their contact center. In today's environment, you would never drive a car without a dashboard, now with VISTA's functionality that is true for the contact center world."

SYMON has delivered a powerful reporting and data display tool that can be used by almost anyone. The VISTA editing tool provides an easy-to-use graphical user interface for setting up HTML pages as well as for defining and embedding VISTA Applets within web pages. End users can quickly and easily begin building the applets. A powerful Applet Wizard guides the user through the process to define VISTA Applets. The Applet Wizard (using SYMON's innovative "Steps to Success"

methodology) allows the user to focus on the purpose, not the mechanics, of creating a data display. The result is a simple and usable process that focuses on the business problem, not the technology, so users can quickly achieve their objectives.

VISTA's many benefits include reduced training and support costs from using only one reporting product for multiple data sources, interactive graphical report development using a dynamic preview mode, one view of all data due to SYMON's ability to consolidate disparate sources, and the flexibility to report on custom data in custom formats. Even powerful drilldowns can be created to allow users to drill down to the level of data granularity required to answer particular questions.

SYMON VISTA is available now. For more information, call SYMON at 281-240-5555 or visit our web site at <http://www.symon.com>.



AWARD

Ulysses Learning's CallMentor® Receives Product of the Year Award for Five Consecutive Years

When Customer Interaction Solutions® magazine bestowed its 2002 Product of the Year honors on Ulysses Learning's CallMentor® simulation-based e-Learning system, it marked the fifth year in a row that Ulysses has been singled out for demonstrating excellence in technological advancement and application refinements.

CallMentor is a

complete learning system that delivers measurable and sustainable results in the areas of service, sales, and coaching. It features Ulysses' leading-edge e-Learning simulations and related services that help people learn complex skills in a safe, simulated environment versus practicing on real customers.

Product of the Year honors are awarded to those companies with products and services that have gone the extra mile to help improve both the customer experience and the ROI for the companies that use



Award can't

them.

"We're pleased that our continued efforts to enhance **CallMentor** and add to it new programs such as **SalesMentor** and **CoachingMentor for Sales**, have been recognized by the editors of Customer Interaction Solutions," notes Mark W. Brodsky, Ulysses' President and CEO.

A pioneer in developing simulation learning applications, Ulysses' CallMentor system is widely respected for building Judgment@Work™ skills – decision making and advanced interaction skills – in contact centers and at all points of customer interaction throughout financial services, insurance and telecommunications enterprises.

For more information on Ulysses Learning

and its **CallMentor** learning system, contact the company by phone at 800.662.4066, by e-mail at info@ulysseslearning.com or visit the company's website at www.ulysseslearning.com.



DICTAPHONE CORPORATION INTRODUCES FREEDOM *iQ*™, BRINGING "INTELLIGENT QUALITY" TO CONTACT CENTERS

Freedom iQ™ offers contact centers new technologies for managing agent performance, analyzing customer satisfaction, and deriving business intelligence from recorded interactions

Dictaphone Corporation has announced that the Communications Recording Systems (CRS)™ group has launched an all-encompassing contact center solution for multimedia recording, managing agent training and performance, analyzing customer satisfaction, and deriving business and customer intelligence from recorded interactions.

Freedom *iQ*™, accommodates traditional analog/digital circuit-switched telephony, as well as leading-edge IP telephony. Full-time recording for liability purposes can be combined on the same platform with business rules-based (or selective) recording when a department requires recorded interactions for specific calls that are important to the business; for example, best customer calls, or calls related to a particular campaign. Freedom *iQ*™ offers an extensive suite of applications for analyzing

customer satisfaction, providing focused agent training, and deriving business intelligence from the recorded interactions.

"Many of our customers worldwide have been asking for solutions that will enhance their customer interactions management, boost agent performance, and provide management with information that will help them conduct business more effectively," said Ed Rucinski, senior vice president and general manager for Dictaphone's CRS™ group. "With Freedom *iQ*, contact center managers not only help solve their recording needs, but can also derive business intelligence from the recorded interactions. At risk of being accused of using understatement, we're very excited about this new offering, and it won't be long before the contact center marketplace will be sharing in our excitement," concluded Rucinski.





WORKFORCE MANAGEMENT SOFTWARE

Pipkins' *Vantage Point* Adds Intra-Day Schedule Reoptimization, Simplifying Current-Day Staffing Changes for Call Centers

Adjusts Schedules for Absences & Other Variables; Notifies Agents Automatically

Pipkins Inc. has announced the addition of a unique intra-day schedule reoptimization feature to Vantage Point 8.0, the latest version of its award-winning workforce management software for call centers. The new feature quickly adjusts the day's staffing schedule to compensate for employee absences, last-minute meetings or other issues, eliminating the need for manual rescheduling. The system also automatically alerts agents to the changes.

Through a new "reoptimize" menu item in the scheduling screen, Vantage Point can now update the current-day forecast, recalculate the day's staffing needs, and modify agents' breaks, lunches and work assignments to reflect the day's altered circumstances. The new schedule will be optimized to have the least impact on user-defined service levels.

Agents can be notified of the changes by email or by posting the revised schedules on Pipkins' optional agent Web portal, called WAVE (Web Agent Viewing & Empowerment). This module enables agents to view and modify their schedules over the corporate network or the Internet with a standard Web browser, creating a paperless environment with no need to print and distribute schedules to hundreds of agents.

"Agent schedules may be created weeks in advance, but supervisors need the ability to make changes on the fly to respond to unexpected events," said Jim Hogan, Manager of Customer Care for Pipkins. "Our new intra-day schedule reoptimization capability ensures that any changes will allow call centers to continue operating at peak efficiency."



Expert Disaster Recovery

A recent 2002 Meta Group study warns that 30% of businesses that suffer a catastrophic event (prolonged power outage, flood, fire, tornado, snow storm, bombing) never reopen their doors; and an additional 29% will go out of business within 2 years. Often, the greatest losses to a business occur not during the disaster, but after the recovery...if loyal customers took their business elsewhere, it is difficult to get back. But also, loss of critical files or information manifests in problems for months and years to come. Loss of current and future revenue, customer confidence and critical data can be devastating.

A study by RBC Capital Markets indicates that after an extended planning period after 9-11, companies across all industries are beginning to ramp up spending on disaster recovery services. IDC says

the industry will reach \$150 billion by 2006.

Agility's mobile disaster recovery solution brings the entire recovery effort to a specified location. Agility has access to more than 70,000 mobile trailers that can be equipped with servers, computers, phone, fax, plants and artwork. Agility effectively responded to 17 disasters during September 11, 2001.





COMPANY PROFILES

(Featuring North America's Leading Providers of Call Center Services)

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Radix America, LLC

Radix America, LLC is a global provider of the Radix Protector solutions for **Instantaneous Desktop Computers Recovery and Reconfiguration** guaranteeing optimum performance and optimum configuration for desktop computers in the Contact Center and other business sections of the enterprise. With the Radix Protector the Help Desk role is reduced to simple remote recovery without the need for technical

expertise. The remote recovery is done via a simple reboot eliminating the desktop troubleshooting and desktop fixing complexities associated with traditional Help Desk operations.

Radix Protector enables a system administrator to save all PCs in the Contact Center at their optimum configuration via one simple menu option. Once the configuration is saved the PCs are available for use without limiting the user or affecting overall system performance. In case of a PC malfunction such as:

- System crash,
- Corrupted registry,
- Software deletion,
- Virus infection,
- Accidental disk format,

- Accidental FDISK operation,
- Modified system settings
- Installation of unwanted software,
- CMOS setting problems

The desktop PC can be recovered instantly by a simple reboot. Radix Protector allows installation of new software or modifications of any system settings without affecting its saved optimal configuration. This option enables organizations to test new software and new upgrades easily without compromising their existing desktop PC configuration or having to deal with incomplete uninstall processes.

By implementing the Radix Protector, organizations reaped huge benefits eliminating computer downtime, increasing computer's performance and

dramatically reducing their Help Desk bottleneck.

In addition to its protection and recovery capabilities, Radix Protector provides system administrators with remote tools for saving and recovering configurations, schedule the Recover and Save operations, SMS, management of remote system settings, file transfer to client desktops and remote shutdown.

The remote management tool can manage individual desktop PCs or an entire cluster of PCs.

Radix Protector was successfully sold for the last four years in Israel and Europe to thousands of businesses. Radix America, LLC markets, distributes and supports the Radix Protector in North America. **Radix Protector is available for free evaluation.**



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Contact: 888-363-3017 or
info@radixamerica.com

See the '[Call Center's
Buyer's Guide](#)'

NetLert Communications, Inc.

NetLert Communications, Inc. (formerly a division of SoftBase Systems, Inc. and now a whole-owned separate company) produces and markets quality Contact Center specific software products. Our Contact Center products offer value-added solutions, particularly in the areas of real-time, interval and historical reporting from the ACD switch-getting important data delivered and distributed automatically to managers, thereby improving contact center performance. NetLert

Communications' unique history and focus in the market place best equips us to provide cost-effective reporting solutions for Contact Centers.

The success of a Contact Center depends on the ability to react and interact, quickly and securely! NetLert Communications offers a variety of products to help accomplish this.

N-Focus Call Management System
N-Focus CMS is a PC-based call statistics reporting and administration application that automatically collects, stores, and displays call center real-time and historical data from the Avaya (Lucent) Definity BCMS ACD

switch. This client/server application, complete with a graphical user interface (GUI), allows supervisors to better monitor the status and performance of their call center. With N-Focus, you may tap directly into all the call data that is collected by your ACD switch and send it to an unlimited number of desktop PCs. N-Focus provides real-time call data such as number of calls waiting, number of available agents, number of abandoned calls, average abandoned call time, percent in acceptable service levels, to name just a few. Call center managers can better understand the changing conditions of the call center environment, using this information to modify call routing or to reassign

agents as necessary, improving workflow, and ensuring calls are being handled promptly and efficiently.

N-Contact

N-Contact is an application that helps transform the traditional call center into a web-based contact center by making it easy for anyone visiting through the Internet to chat with your agents, instantly, or "live", with the simple click of a button! With instant, text based chat, quick "canned" response to contact inquiries, the ability to send web links, etc. to the customer desktops, your Web-enabled contact agents can immediately start a dialog with any online prospect requesting information or assistance.



COMPANY PROFILES

NetLert Con't

N-Contact also acts as a web-based ACD, providing the routing of chats requests to available agents, supervisor monitoring and robust reporting-both real-time and historical reporting capabilities.

NetLert Instant Knowledge Server

NetLert Instant Knowledge Server, or NIKS, is our exclusive development platform for data harvesting, storage and delivery. It acts as the foundation for all data harvesting capabilities associated with NetLert Communication's reporting and communications solutions. It gives our applications the ability to collect data for generating reports, evaluating real-time contact center statistics, and other

functions. Our call management systems products are built on and powered by NIKS because of its unique ability to attach to most major ACD switches.

NIKS can be customized to pull the statistics you want from any data source. Other reporting packages may default and show a lot of statistics you don't want or need. With NIKS, you define the parameters, eliminating a lot of wasted effort. Functionally, NIKS is a mediator between sources of data and clients needing that data. In a Call or Contact Center environment, a variety of statistical information may be distributed from your ACD switch, including agent-specific, workgroup, and performance data-all in real-time. NIKS utilizes

the JSP for efficient, reliable, secure distribution. With NIKS, managers and supervisors have critical time-sensitive data displayed on their desktops in a user-sizeable window. The whole process of communicating this data to the managers and supervisors (and agents, if desired) is automated. As a result, NIKS can improve your call center operations without you having to upgrade your current ACD's hardware or software.

Contact us by telephone at 800-669-7076, Ext 321 or email at nlsales@netlert.com. Please visit our web site www.netlert.com for more detailed information on each of our solution offerings.

See the '[Call Center's Buyer's Guide](#)'





PEOPLE

CONNEXIONS APPOINTS CLIFF RUDEN TO VICE PRESIDENT OF SALES

Cliff Ruden, formerly of Federal Express, West Teleservices and ClientLogic, has been appointed to lead sales and business development for Connexions, a leading business outsourcing company. Ruden, who has 18 years experience working with outsourcing, call centers and fulfillment companies, will be responsible for sales and new business development.

"I am thrilled to welcome Cliff to our growing business development team," said Jack LeFort, CEO of Connexions. "His deep-industry knowledge and experience will round-out and further add to the considerable management depth of this company. I am confident that Cliff will be instrumental in growing our success."

"I was drawn to Connexions for a number of reasons, not least of which was the professionalism, experience and commitment to client service of my new colleagues," said Cliff Ruden. "I look forward to leveraging my past experience in technology outsourcing, call centers, and fulfillment to grow Connexions' client relationships."

Previously, Ruden held senior business development roles at West Teleservices, ClientLogic, and EDS. He has a bachelor's degree in business administration from Concord College.



InStranet Announces Contact Centers In-Line Solution: Delivers Content Automation for Contact Centers

New Software Application Helps Enterprises Drive Actionable Product, Support and Marketing Content to Agents -

InStranet, Inc., provider of Content-Based Applications for the Enterprise, has announced the release of its new Contact Centers In-Line Application, the first enterprise software application designed to automate the content-rich processes of creating, distributing, monitoring, evaluating and managing product and support documents for contact centers.

"Given today's economic pace, the number of company product offers and promotions has exploded, while the pressure is on to reduce overall operating costs," states Frank Florence, senior vice president of corporate development at InStranet. "Within this context, the enterprise also is driving the

contact center for more cross-sell and up-sell results. Without a system to coherently manage and segment product and training content among disparate agent groups, these higher company objectives are extremely difficult to reach." Contact Centers In-Line (CCIL) is the first application designed specifically to address these challenges. The result of many years of work with clients in the high technology, retail and telecommunications industries, CCIL leverages and automates business processes for securely creating, segmenting and delivering targeted product, support and marketing content to a diverse group of contact center agents and specialists.

Using a content engine in combination with user-profile security rules, CCIL automatically filters agent content access based on customizable factors such



Intranet con't

as: job title, market focus, product specialty, contact center site, awareness level, training rating and language. Key features and benefits of CCIL include:

- * Monitoring and measurement - Provides operating charts, data and metrics, enabling the contact center manager to: monitor content flow and usage; make adjustments to improve call resolution times; build effectiveness of call agent training and readiness; and increase up-sell revenue contribution.

- Builds agent "readiness" - Agents are automatically armed with the relevant product, support and marketing information, such as FAQ, training content, feedback, promotions, product data sheets and contracts, needed to quickly address and resolve on-call customer issues.

- Document lifecycle support - Enables agents to create, communicate, monitor and evaluate all documents through a task-based, easy-to-use web

interface.

- Impact on up-sell - Through InStranet's categorization of business dimensions, agents can quickly find and locate key content and documents for both rapid technical resolution and up-sell, and make an "offer" on-call at the click of a button. CCIL's tracking engine also enables the contact center manager to measure the impact of agent's contribution to revenue.

- Cost savings - The categorization also enables faster call resolution, with limited escalation, by giving more agents the power to troubleshoot independently without supervisor assistance and training.

- Search and segmentation - With CCIL, critical documents and content can be found quickly using the integrated search capability. Furthermore, documents can be segmented using a powerful algorithm to ensure that content is "smart" and provides an agent exactly

the right information at the right time.

- Easy-to-use administrator interface - Fast integration with internal directories enables the admin to add, modify or delete new users to the system without the need for costly programming or IT customization.

Contact Centers In-Line is completely Web-based, providing agents and agent groups with fast and easy access to content while reducing information creation, access and management costs. The application's built-in management of multiple agent groups ensures the consistent application of initiatives across agent segments, and other related enterprise sales channels, thereby increasing revenue while simultaneously reducing operational costs. CCIL is easily linked to CRM systems and other business channels through InStranet's powerful J2EE-based applications exchange infrastructure.





Bay Bridge Decision Technologies and The Workforce Management Group Announce Marketing Agreement for CenterBridge™

Bay Bridge Decision Technologies and the Workforce Management Group, Inc. have announced the formation of a partnership to help customer contact centers improve their strategic planning and analysis capabilities. Under this partnership, the Workforce Management Group will distribute Bay Bridge's CenterBridge product, the contact center industry's leading strategic planning, budgeting, and analysis solution.

"We are excited to partner with WFMG. Through this partnership, we are able to bring our CenterBridge system to a wider audience, and draw upon WFMG's implementation and training resources," says N. Dean Papadopoulos, CEO of Bay Bridge. "Together, we offer a uniquely complete, end-to-end solution combining the industry's leading customer contact center strategic forecasting, resource planning, budgeting and 'what-if' analysis software with WFMG's unparalleled expertise in the contact

center world."

"WFMG has observed that core workforce management technologies only partially address the need of long term planning and budgeting" said Daryl Gonos, Senior Partner and Co-founder of WFMG. "Typically that process involves a variety of departments including workforce planners, finance, and telecommunications, and is untimely and unwieldy. CenterBridge seamlessly integrates across departmental requirements and positions and enables senior contact center managers to quickly generate unlimited, detailed long term plans and budgets. CenterBridge is a perfect complement to our firm's services and solutions that leverage core workforce management systems," Gonos concluded.



Envision Unveils Click2Coach with SmartAgent

Envision Telephony, Inc., a leading developer of contact center solutions, has announced the availability of Click2Coach with SmartAgent™. Envision SmartAgent utilizes sophisticated technology to deliver training and coaching content directly to agents' desktops at the time that is most beneficial for the business.

"Contact center managers recognize all too well that you can never schedule resources or anticipate call volume perfectly," said Rodney Kuhn, founder and CEO of Envision Telephony. "This is where Envision SmartAgent can help. SmartAgent allows contact centers to coach agents for optimum performance while concurrently reducing training costs and ensuring that service levels, operations budgets and business goals are achieved."

Based on sophisticated business rules and an intelligent algorithm, Click2Coach with SmartAgent offers a flexible method for coaching agents at their desktop during the most appropriate time - the time when call and activity volumes are low. SmartAgent's flexible, rules-based delivery puts information, coaching and training at agents' fingertips without an impact on operations, giving agents variety throughout the day as well as the feedback they need for self-improvement.

David Pennington, Director of Product Management adds, "SmartAgent essentially trains agents for free because it uses time for which organizations have already paid. This provides tremendous value to our customers, lowering total cost of ownership and ensuring an effective and optimized agent workforce."





Call Accounting & PBX Vendors Team for Advance Solution

Artisoft and Homisco Team to Deliver Advanced Communications and Call Accounting Solution

*Integration of TeleVantage
and TCS-700 provides
unprecedented access
and reporting for
communications costs*

Artisoft®, Inc. (Nasdaq: ASFT), and Homisco, telemanagement solutions have announced the integration of TeleVantage 5.0 with Homisco's TCS-700 call accounting software. This powerful solution enables businesses that require sophisticated call accounting capabilities to easily export important call details in real-time. This strategic relationship, formed under Artisoft's Open Communication Alliance, empowers both companies

to promote the solution to their respective channels.

Organizations can now leverage the power of TeleVantage to capture, process and manage call information easily and efficiently. Using the SMDR (Station Message Detail Reporting) capability of TeleVantage with TCS-700, specific call details such as originating number or extension, number dialed, duration of call, and time of call are collected in real-time, generating up-to-the-minute reports and billing statements. The ability to segregate usage by extension, department or division assists in budgeting and forecasting, while hotels, hospitals, law firms and other shared tenant environments can increase revenue and improve customer service.

"Homisco's TCS-700 is the ideal complement for TeleVantage customers who require immediate access to and knowledge of individual phone usage," said Diana Vlamis, Director of Business Development at Artisoft.

"This solution advances the call accounting capabilities of TeleVantage and we look forward to our joint success in the hospitality market and other verticals where this kind of up-to-the-minute reporting is critical."

Artisoft's award-winning TeleVantage is a feature-rich, software-based phone system that combines rock-solid stability with the most advanced communications technology available today. TeleVantage delivers greater functionality, flexibility, and value than proprietary PBXs to a variety of customers, from small offices to large enterprise organizations with sophisticated call centers. Its robust feature set includes intelligent call management, powerful call center, advanced IP

telephony, comprehensive messaging, and graphical desktop call control.

Artisoft's Open Communications Alliance is comprised of industry-leading companies working with Artisoft to deliver standards-based communications solutions with TeleVantage as the focal point.

"The SMDR capabilities of TeleVantage 5.0 made integrating our call accounting products a natural fit," noted Sandra Dill, National Sales Support Manager for Homisco. "Together, these products offer a previously unavailable breadth of information to real-time reports."





Driving Down Absence Drives Up Profits

One of the more important issues confronting call center managers is employee absence. In addition to inflicting direct costs, absence can entail significant indirect costs through deterioration in service.

Nucleus Solutions ([<http://www.nucleussolutions.com/>]) offers a web-based solution to help manage total employee absence, including incidental, long-term, disability, FMLA-related, etc. Nucleus's solution is currently in use in 23 call centers throughout the United States , helping drive down absence among 70,000 employees. Fortune 500 companies with which Nucleus has worked for the past four years have experienced

sustained absence reductions of 20%-40%.

Nucleus is now correlating absence and its reduction with specific operations metrics. This is an especially powerful tool for illuminating the role absence plays in call center productivity and profitability.





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RATES

Inside Page Ad:	___ 1-3 Months	\$825	(\$275 per month)
	___ 4-6 Months	\$1,500	(\$250 per month)
	___ 7-9 Months	\$2,025	(\$225 per month)
	___ 10-12 Months	\$2,400	(\$200 per month)

Back Page Ad (Includes Inside Page Feature):			
___ 1-3 Months	\$2,610	(\$870 per month)	
___ 4-6 Months	\$5,100	(\$850 per month)	
___ 7-9 Months	\$7,425	(\$825 per month)	
___ 10-12 Months	\$9,600	(\$800 per month)	

Front Page Ad (Includes Inside Page Feature):			
___ 1-3 Months	\$3,300	(\$1,100 per month)	
___ 4-6 Months	\$6,000	(\$1,000 per month)	
___ 7-9 Months	\$8,775	(\$975 per month)	
___ 10-12 Months	\$11,100	(\$925 per month)	

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