

Call Center Times

Reaching over 5,700 Call Center Professionals Monthly! January 2003

SIX TRENDS TO WATCH IN 2003

◆ **Customer service work is becoming more stressful.** The down economy has led many companies to lay off CSRs and substitute IVR- or Web-based self help. Customers faced with long queues and frustrating electronic gatekeepers are often short-tempered by the time they talk to a live agent.

◆ **Customers are demanding more.** With tighter budgets and less money to spend, customers are more demanding about what they get for their money, and that includes their expectations for service.

◆ **Service and sales are converging.** As companies become aware that good service sells products, more of them are asking CSRs to inquire about customer needs and to upsell or cross-sell products that meet those needs. Further, many business-to-business

companies have pared down their dedicated sales forces in the last several years, and will continue doing so. Personal sales representatives are being reserved for only the largest business customers; smaller customers must deal with contact centers, which now handle sales as well as service.

◆ **Online training will become more popular.** E-learning is less expensive and more convenient than instructor-led training and is growing rapidly in popularity. But don't look for it to replace instructor-led training entirely.

◆ **Consolidations will level off.** The economics of call center size are changing. Smaller centers are more viable now that technology has enabled the "virtual call center," and mega-centers are being perceived as risky, hard to manage, and likely to deplete local labor pools.

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Many companies now prefer to maintain several call centers, none of them larger than about 600 seats.

◆ **Outsourcers are becoming more sophisticated.** After two difficult years, the call center outsourcing industry should see a recovery in 2003. Outsourcers are shifting their emphasis from cookie-cutter outbound sales calls to more complex inbound service calls, and providing value-added services such as CRM and

response analysis. They are becoming less like contractors and more like strategic partners. Outsourcers are also moving jobs to India, the Philippines, and Caribbean countries because these countries offer access to a highly educated, highly motivated workforce that can handle email, text chat, and complex help desk activities.

Source: "Customer Service Newsletter" ■



2003 CALL CENTER BOOK OF LISTS

Subscribe today to The 2003 Call Center Book of Lists Directory and begin a fruitful relationship with decision makers of call centers across North America!

company name, contact name & title, address, phone/fax, e-mail, website, industry segment, type of calling (inbound/outbound), number of seats, etc.

HERE IS WHY YOU SHOULD SUBSCRIBE:

Cost: \$425.00 (Includes Shipping, Handling & Free Updates)

850+ Call Centers Listed

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Each call center has complete contact information

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Call our Business Office at (972) 395-3225

The Call Center Book of Lists is a directory of call center decision makers across North America. This publication is designed as a road-map for companies seeking to make inroads into customer contact organizations. The 'Lists' is available on CD-ROM (Excel) and includes the following fields:

Send an E-mail to info@callcentertimes.com or neke@callcentertimes.com (with your complete contact information, including name, telephone number, company name, address and payment information).

Print, complete and return the following by fax to
(972) 395-9205:

Call Center Book of Lists Order Form

Company Name: _____

Contact Name: _____

Address: _____

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Cost: \$425.00 (Includes shipping, handling and FREE quarterly updates)

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Expiration Date

Name As Appears on Credit Card (Please Print) & Signature

Please note that all transactions are final. There will be no refunds.



MILESTONE

Center Partners Reports 60% Increase In Supervisor Contact Quality Analysis Productivity with Verint Intelligent Recording Solution

Easy Access To Customer Intelligence Enables Outsourcer To Improve Quality And Efficiency

Verint Systems Inc. (NASDAQ: VRNT), a leading provider of analytic software solutions for communications interception, digital video security and surveillance, and enterprise business intelligence, has announced that Center

Partners, a leading provider of contact center outsourcing services, has documented a 60% increase in quality analysis productivity across its seven contact centers since implementing Verint's ULTRA Intelligent Recording™ earlier this year. *Center Partners* provides contact center outsourcing services for national telecommunications and broadband companies, handling 25 million calls per year across seven state-of-the-art contact centers.

“Finding the most efficient and effective way to analyze quality and develop customer intelligence is a vital part of our customer care initiative, so we were looking for a

quantum leap forward in productivity,” said Ed Powers, vice president of planning and development for *Center Partners*. “The increased efficiency that ULTRA delivers has enabled our quality staff to nearly double the number of calls they can evaluate every day, contributing to a 60% increase in supervisor productivity within just a few months of the implementation of the Verint system.”

Powers says *Center Partners'* old process required the quality staff to sift through every call to find the individual agents, types of calls and data they needed.

“The ULTRA solution now allows our quality staff to focus

on analyzing valuable customer interaction data and using that intelligence to facilitate improvements that can impact both our service and our profits,” Powers continues.

“Providing easy access to business intelligence and increasing productivity for *Center Partners* has a direct correlation to the value they can offer to their clients,” said Elan Moriah, president of Contact Center Solutions division for Verint Systems. Moriah continued, “We are pleased that, just months after installation, *Center Partners* has recognized their return on investment in Verint technology.” ■

Data-Tel Info Solutions Takes Pivotal Step in the Evolution of Its Contact Center Software

Data-Tel Info Solutions, a leading global provider of cost-effective contact center software and technology, has announced its ability to integrate PRI (Primary Rate Interface) into its inbound, outbound, and web-bound contact center management software, known as

xSELLerator 6.0. xSELLerator's ability to connect with PRI has opened many doors for enhancements to the software's functionality. xSELLerator can now send different ANI (Automatic Number Identification), enabling contact centers to manipulate their systems to ensure that different phone numbers are displayed on caller identification systems for every outbound call. It can also stop operator intercepts from going to agents.

In addition, phone line configuration and implementation are quicker with PRI than with robbed-bit T1s, and PRIs provide consistent and more reliable information to the server. xSELLerator can actually obtain the network status of individual channels and stop glare, which is the attempt to place an outbound call at the exact moment an inbound call is received by a particular agent. PRI integration also allows for all phone lines to be fully

blended, eliminating the need to designate certain lines for inbound-only use.

Having completed this critical phase in the evolution of xSELLerator, Data-Tel is now poised to focus on developing highly innovative additions to its suite of software. ■



ANNOUNCEMENT

NetLert Communications Releases Compliment to NetLert N-Contact v1.0

NetLert Communications Inc. has announced a new product to compliment the company's suite of contact center specific real-time communication solutions – NetLert N-Contact v1.0

In 1999, research showed that there were approximately 15 billion customer contacts made in North America. 85% were by telephone, 5% web or email and 10% other means. For 2002, it is estimated that total customer contacts will exceed 30 billion – double the rate just two years ago! However, unlike two years ago, it is estimated that 54% will be making contact via the Internet as emails, web contacts, chat rooms, message boards, e-faxes, etc. Clearly, the trend is for consumers to make contact via the Internet – and in increasing numbers.

Like it or not, immediate gratification is a human desire that must be factored

into your customer service program. This means that direct person-to-person contact will be the most popular and demanded method for sales, general information and in resolving product support issues. It could equally make the difference between winning and losing the customer. Further, to remain competitive in today's Internet markets, your contact center needs the support of a comprehensive Instant Customer Service offering – “N-Contact”!

Let's summarize the costs and benefits of self-service customer solution (what we call – ICS) versus other customer contact methodologies. A doculabs study (2001) calculated the average cost of a traditional telephone customer service call at \$32.74. Now when you move to the Internet, that same study showed that the average cost of an email response is \$9.99. Self-service answers to web site queries average a \$1.17 per response cost – something worth considering! Not only a

great way to save money in your contact center, but to improve efficiency as well!

Product Description:
N-Contact is a tool that makes it easy for anyone visiting your web site to chat with your support agents, instantly, “live”, with the simple click of a button! With live, text based chat, the ability to push any web based content to customer desktops, and agents/customer collaborative browsing, your Web-enabled contact agents can immediately start a dialogue with any online prospect requesting information or assistance.

FEATURES:

Chat Button – Click a button on web site-live, text based chat

Contact Queuing – Like the traditional Call Center ACD switch, routes chats to available agents

Response Libraries – Quick “canned” responses to contact inquiries, as well as pushing URL's and files

Transferring – Maximize agent efficiency, reduce

contact escalation

Reporting – Get real-time and historical reports with N-Contact's Automated Chat Distribution reporting package

Collaboration – Agent and contact share a browser E-Mail – When a live agent is not available, it offers alternative via email

Contact:

danny@netlert.com or call 828-670-9900 x 309 ■



DEAL

Southwest Airlines Reservation Centers Renew Relationship With Call Center Scheduler™



Savings to date have totaled millions due to software's impact on operations

Call Center Scheduler, leading provider of affordable workforce management software, has announced that Southwest Airlines, the fourth largest

domestic carrier in terms of customers boarded, has chosen to renew its contract for Call Center Scheduler workforce management software and services. SWA uses Call Center Scheduler software to forecast call volumes and generate schedules for the 4,700 agents in its nine reservation centers.

Call Center Scheduler improves forecasting, optimizes schedules and

increases overall operational efficiency in order to meet SWA's service level goals while simultaneously lowering costs.

"We chose to continue our relationship with Call Center Scheduler because the software has had such profound effects on our business," said Ellen Torbert, Vice President of Reservations. "Over the years the software has saved us millions of dollars. Call Center Scheduler allows us to simplify complex shift-bid and scheduling processes while achieving efficiencies and meeting

union agreements."

"Southwest Airlines found that Call Center Scheduler is the clear choice to improve its overall scheduling process and maximize efficiency," said Wayne Shaw, Call Center Scheduler President. "Our powerful solution helps Southwest Airlines realize its contact center goals by balancing employee and business needs, improving service and operations." ■

COMPANY Q & A

(A series aimed at providing a snapshot of the mission, vision and goals of companies in the call center arena)

SandCherry: Frequently Asked Questions

What does SandCherry do?

SandCherry develops software platforms that allow affordable mass deployment of Interactive Voice Response (IVR), speech-enabled, multimodal and

multimedia enhanced services for both carriers and enterprises. This is done by upgrading existing Web and telecom software technology with superior media management and software.

What is SandCherry's SoftServer™ platform?

SandCherry's SoftServer platform is an applications and media resource broker that simplifies the integration, deployment and

management of enhanced and next-generation services for service providers and enterprises. As opposed to rigid hardware systems and vertically integrated software solutions, this software platform melds Web capabilities with traditional technologies for a flexible and scalable solution to meet the size and needs of each specific customer.

What are enhanced services?

Enhanced services are new advanced applications such as voice dialing and voice information portals, enhancements to existing applications such as voice-enabled customer service applications for stock trading or ordering airline tickets and multimodal solutions that seamlessly combine voice and data elements for mobile workforce and telematics applications.

What problem(s) does the



SandCherry con't

SoftServer platform address?

While enhanced services are there for the taking, service providers and enterprises have not had an easy or cost-effective way to add these services or extend existing services. The SoftServer solution allows for rapid, cost-effective, mass deployment of these services into enterprise or carrier-grade network systems. Its open, software-based architecture is designed to adapt as additional service enhancements become viable in the future.

How will SandCherry's software help incorporate enhanced applications into our services?

SandCherry's SoftServer solution presents a selection of compatible modules and open APIs to integrate additional components that can be mixed and matched to deliver rich applications tailored to a customer's needs while simplifying the deployment and management of these enhanced services. Elements include SandCherry's Intelligent Control Module™, Prompt

and Announcement Manager, System Connector Package, VXML browsers, Automatic Speech Recognition (ASR) engines and Text-to-Speech from leading vendors including Nuance, SpeechWorks, Telisma, AT&T and Elan, among others. In addition, the SoftServer platform allows for the integration of SIP compatible components or other media resources using its Media Session Framework™ APIs.

Companies that already have a Web server infrastructure can extend their existing solution to incorporate enhanced services by adding SoftServer platform software components, which can be combined on a single server or distributed across multiple servers to optimize the system's performance and offer the precise functionality required for each particular application.

What advantages does SandCherry's SoftServer platform bring to the industry?

SandCherry's SoftServer platform enables service providers and enterprises of

all sizes to quickly, easily and cost-effectively incorporate and make available to their subscribers advanced services such as voice dialing, voice-enabled customer service applications and multimodality.

Lower-cost Deployment:

Rather than requiring a completely new hardware system, the SoftServer solution leverages existing Web applications, application servers and off-the-shelf hardware and software components while obtaining maximum utilization from each resource.

Faster Service Rollout:

Allowing for rapid deployment, the SoftServer platform simplifies application component plug-and-play to support complex service integration, management integration, and service/resource accounting capabilities.

Carrier-class Performance:

The SoftServer platform provides modularity, reliability and performance that can be easily configured for large, high-availability carrier applications or smaller enterprise applications.

Single-platform Solution:

Utilizing existing software and hardware components, SandCherry's SoftServer solution supports multiple applications on a single extensible software platform.

Full-service Support:

The SoftServer platform supports a full range of services, including IVR, voice-enabled, multimodal and multimedia.

Future Adaptability:

The SoftServer platform is scalable and flexible to adopt future hardware and software components that will offer additional service enhancements.

What is the market for your product today?

Our primary focus is on service providers who can use the SoftServer platform to enhance their own call center solutions and offer enhanced services to their customers using a common infrastructure. The flexibility and scalability of the software allows us to make it available for enterprise customers as well.

Is the product available now or is it still just vaporware? Do you have any customers using the



SandCherry con't

product? Where is the product being tested right now?

SandCherry's SoftServer platform is available now and is currently being tested by several major carriers; however, the names of those carriers cannot be discussed at this time. Additionally, partners that integrate, resell or OEM the product include ASA, Uniteam and Vicorp.

Your product uses VoIP – does that mean I have to convert everything to VoIP?

SandCherry's SoftServer platform uses the SIP and RTP protocol standards for voice over IP. The SoftServer platform can be used to deliver services in any type of network – TDM, wireless or IP – by using low cost networking

components that are readily available today to bridge the SoftServer platform into an existing network without changing the rest of the network.

How much does it cost?

SandCherry offers the product in a variety of ways to support the financial model desired by the customer, including one-time port license purchase,

three-year right-to-use and a usage-based right-to-use. This allows customers the flexibility to afford a state-of-the-art speech solution regardless of their capital budget situation. The SoftServer platform is a core component coupled with hardware and software from other vendors to provide a complete services solution. ■

PEOPLE

PRECISION RESPONSE CORPORATION NAMES KOBUS VAN DER WESTHUIZEN VICE PRESIDENT OF PRC ENERGY

Precision Response Corporation (PRC), a leading provider of outsourced consumer care services, has announced the appointment of Kobus Van der Westhuizen to Vice President of PRC Energy, an operating unit dedicated to the unique customer care needs of the energy industry.

"The experience that Van der Westhuizen brings to PRC

Energy is a key differentiation for us in the marketplace," said George Puig, PRC's President and COO. "Our PRC Energy team knows energy and our customer care services cater to the specific needs of the energy companies by using the latest technology, integrated systems, process, management and performance reporting. We believe that this combination will foster greater efficiencies for PRC Energy clients, while enhancing both quality and service delivered to their customers."

Van der Westhuizen joins the company with over 10-years

of combined energy customer service, call center management and CRM experience. During the past six years, he has been actively involved in the design, engineering and implementation of multi-channel contact centers, and CRM strategies. He has worked with industry leading corporations, such as IBM, Lucent Technologies, PQ Africa and NeuralAct.

"As a customer service consultant for energy companies, I have been impressed with PRC's depth of experience, consumer oriented focus, and fully integrated systems," says Kobus Van

Der Westhuizen, VP of Energy. "I am eager to be a part of a company that understands the complexity of the energy industry and the importance of quality service delivery to the end consumer."

Most recently, Van der Westhuizen was a Managing Consultant focused on CRM and call center services within the Energy Business Transformation practice of PA Consulting Group. A native of South Africa, Van der Westhuizen received diplomas in business administration and law at RSA Technicon College, in South Africa. ■



PEOPLE

EMPLOYMENT

Call Center Job Openings!

Fairbanks Capital Corporation – Jacksonville, FL

Director – Customer Service
Collections Manager
Collections Supervisor
Collector I, II, III

Interested Candidates may apply online at www.fairbankscapital.com or fax their resume to 801-327-4161

See www.callcentertimes.com for additional information

Affiliated Computer Services, Inc. (ACS)

General Manager
Coos Bay, OR
Lakeland, FL

Operations Manager
Coos Bay, OR
Portland, OR
Frostburg, MD

Supervisor
Coos Bay, OR
Portland, OR
Lakeland, FL

Call Center Trainer
Portland, OR

See www.callcentertimes.com for additional information

FINALI CORPORATION NAMES NEW SENIOR VP OF SALES AND MARKETING



Outsourced customer care provider signs former Sitel exec to lead sales and marketing

Finali Corporation, a leading outsource provider of Web-based customer care services, has announced the appointment of Pete Katsampes as the company's senior vice president of sales and marketing. In this new position, Mr. Katsampes will be responsible for expanding Finali's revenue growth and share of the market in the customer service industry.

Mr. Katsampes comes to Finali Corp. from APAC Customer Services, where he held the vice president of business development position. Previous to his tenure at APAC, Mr. Katsampes led sales and new client relationship growth for nine years at Sitel USA as the senior vice president of sales and strategic global relationship manager.

"It's a tremendous win for Finali to bring on an executive with Pete's

character, experience, and proven abilities," says Bob Burgin, Finali's CEO and founder. "Pete's strong background in global customer service sales and marketing strategies will be particularly valuable as we expand our share of the market. I'm extremely pleased to welcome Pete to the Finali team.

Finali's approach to customer service blends highly skilled customer care agents using multi-channel, Web-centric technologies with a patented virtual agent. Through performance analysis, Finali identifies those customer interactions that are scriptable and repeatable and automates the virtual agent's responses in a conversational manner.

"I found Finali's value proposition and delivery capabilities extremely appealing. My perspective is that the company is unique in the customer service industry for the differentiation, the higher customer satisfaction, and the significant cost savings they offer their clients. I look forward to working with the Finali team in continuing to expand and strengthen their position as a leading provider of next generation customer care." ■



COMPANY PROFILES

InfoCision Management Corporation

is the highest quality provider of inbound, outbound and Internet-enabled contact center services for nonprofit, religious, political and commercial organizations. We represent many of the world's best-known Fortune 1000 companies. Through a combination of high-quality

calls and cutting-edge technology, we consistently deliver the highest possible return on investment for all of our partner-clients. InfoCision's approach matches your company culture and goals with specifically trained Communicators. We offer skills-based routing capabilities in a dynamic, blended environment. As

inbound volume fluctuates, our dedicated Communicators can make outbound relationship-building and sales calls to your most valuable customers. This means consistency in message and increased ROI for you.

InfoCision operates 21 call centers at 10 locations in Ohio, Pennsylvania and

West Virginia and employs approximately 3,000 people.

Contact Us:
InfoCision Management Corporation
325 Springside Drive
Akron, Ohio 44333
Phone: 330-668-1400
Fax: 330-668-1401
Web: www.infocision.com



Call Compliance, Inc.

(CCI) is the pioneer and market-dominating leader in the development of innovative, technology driven compliance solutions for the telemarketing sector. Our mission is to provide the guidance and the tools necessary for telemarketing companies to ensure regulatory and statutory compliance in a world governed by strictly enforced and ever-changing Do-Not-Call and Do-Not-Fax guidelines. CCI is continually striving to build an exceedingly satisfied and ever-growing client base with our unparalleled services and solutions designed to meet telemarketers specific compliance requirements.

CCI's patented, award-winning TELEBLOCK® system is first and only product that automatically screens and blocks outbound calls against federal, state, third-party and in-house Do-Not-Call and Do-Not-Fax lists within the network infrastructure of a participating telephone company via SS7 and IP technologies. There is no login or logoff required. A subscriber's agents and calling equipment simply access an outbound trunk and dial. All numbers dialed are screened against the subscriber's proprietary DNC database. If a dialed number appears on any available Do-Not-Call or Do-Not-Fax list, then call is

blocked and a 'restricted number' message is furnished. If the dialed number does not appear on a DNC list, then call is processed accordingly. It is unnoticeable to caller or calling equipment.

TELEBLOCK®'s network-based deployment eliminates the need for additional hardware or software from subscribers and allows for full compatibility with all varieties of calling equipment. In fact, TELEBLOCK® seamlessly integrates with predictive dialers and other computer generated dialing devices via its use of DNC specific Special

Information Tones (SIT) embedded in our "restricted number" recordings, which allows for identifiable disposition of blocked numbers.

Our revolutionary TELEBLOCK® system provides telemarketers with the unprecedented level of outbound compliance necessary to survive in today's hyper-regulated calling environment, while upholding a consumer's right to privacy.

Be Call Compliant, Not Call ComplacentSM. ■



OBSERVATION

COMPLETING THE RESOLUTION LOOP: THE SERVICE LIFECYCLE

By Joseph Mitchell

Knowledge Management through Self-Service CRM

The customer is king.

Or so the mantra goes. But in execution, customer service remains a tenuous balance between improving customer satisfaction and managing the cost to serve. And not all customers are, in fact, equal. Some represent greater revenue or profit

potential. Some represent a strategic gateway to new markets or the broader acceptance of new products. Some are willing to pay for premium services that dictate delivery against elevated expectations. Contracts that reflect various levels of commitments — Service Level Agreements (SLAs) — need to be respected.

Self-service portals have been held up as the solution to this challenge — a new means to simultaneously address objectives that can seem at odds: delivering against rising service expectations while reducing

operational costs. But many Information Technology strategies seem little more than an elixir - a magic potion to cure all that ails you, but often failing to deliver financial results. Real-world complications - information availability in a usable format, systems integration, and the human factor - all can quickly erase expected benefits.

The cost of handling customer issues is rising, as are service expectations. When well deployed, web self-service can reduce operating costs while providing more timely and accurate information to users - whether customers, employees, or trading partners. But these self-service portals must not be treated as a standalone

solution. Unless connected to broader business processes and practices, little may be achieved — other than the creation of an additional workload, numerous Web pages to be maintained, mounds of data to be mined for whatever tidbits of useful information they may contain. Further, potential benefits can be lost - relationships even harmed — when such solutions fall short. Customers expect reasonable access and consistent support. This requires more than simply posting reports and canned answers to frequently asked questions on a Web site. It also means that when resolution to queries and issues is not attained through the site, they should seamless! ■

Noble Systems Offers Clients a Proactive Do Not Call List Management Solution with the ATOMS DNC Manager

Global contact center technology developer introduces improved tool for DNC regulation compliance

Noble Systems Corporation, a global provider of contact automation technology, has announced a new ally for call centers faced with Do

Not Call List challenges. The ATOMS DNC Manager is a state-of-the-art system that helps call centers stay in compliance with do not call regulations by administering DNC lists. The system screens calls in real-time, as they are dialed, so companies can be sure that

only the right parties are being called.

With **DNC Manager**, call centers can eliminate the extra step of scrubbing their lists before dialing and the confusion of differentiating scrubbed and unscrubbed lists. Unlike other systems,

which add the step of screening a list before it is loaded into production, ATOMS does the scrubbing automatically, while dialing is performed. Integration with a center's internal files means that new call results enter the system in real-time, so that any newly-coded DNC.



Noble Con't

records are screened out automatically. The ATOMS DNC Content Service provides state and federal do not call lists to centers, so they do not have to spend the time or money to track them down on their own. Noble Systems' exclusive real-time call list screening offers a huge advantage to centers trying to stay on top of changing do not call lists and remain in compliance with DNC regulations.

The **DNC Manager** offers a number of flexible options to meet each call center's unique Do Not Call list needs, including:

- Real-time number screening against DNC lists while a campaign is in production
- Full ATOMS DNC Manager server integration with the ATOMS application host
- Customization Tools allow you to add your own internal DNC lists to the master file
- Newly-coded DNC records are automatically

added to the screening process

- Preference settings turn the Manager "On" and "Off" on a campaign-by-campaign basis ... more...

"DNC Content Service" provides monthly updates for state and federal lists

DNC Manager Reporting and Management tools included to monitor DNC activity

The ATOMS contact center automation software solution from Noble Systems delivers powerful features for managing multi-media inbound and outbound communications. Clients can customize the system by selecting from a variety of options - such as IVR, ERMS, Payment Processing, Text-to-Speech and Web - to meet their contact center needs. The full spectrum of the ATOMS suite combines a blended contact management platform for phone calls, emails and web-based contacts with advanced reporting, list administration and resource management

tools.

"Noble Systems is continuously looking for opportunities to add value for our clients and to help them manage their call center activities more efficiently," observed James K. Noble, Jr., President & CEO of Noble Systems Corporation. "With ATOMS DNC Manager, our monthly updates to State and Federal DNC lists, integrated with their own internal do not call files, provides a proactive compliance tool. And, ATOMS' built-in reporting gives them the documentation to back it up." ■



FRONTIER

WHEN BUSINESS PBX SYSTEM FAILS, VIRTUAL PBX PHONE SOLUTION KEEPS COMMUNICATION LINES OPEN

For nominal cost, companies can ensure functioning telephone communications during unexpected failures

SMBs and enterprises alike are looking at ways to protect themselves with disaster recovery solutions that will maintain business continuity during unanticipated power or equipment failures. Communications service provider VirtualPBX, Inc. has simplified the process of installing and implementing a telephone disaster recovery solution with its PBXParachute™, a robust system equal in performance to high end PBX equipment in common use with one exception – it is delivered as a service over a commercial telephone network.

For just four dollars per employee per month and no equipment to buy, install, or maintain, businesses can protect one of their most vital communications

functions from failing when existing PBX telephone systems become inoperable. The PBXParachute™ is designed to mirror a company's on premise phone system, carrying forth advanced PBX features such as ACD queuing, voicemail and extension to extension transferring. Moments after a power failure or any other disaster that renders a companies existing PBX inoperable, calls are routed from the company's long distance provider to the PBXParachute™ data center and onto employees at alternate phone numbers using the same extension numbering plan as their failed PBX system. The inbound callers to the Company will not be aware that the PBXParachute™ is handling their calls. Since the service is not dependent on functioning equipment at the company's location, business goes on as usual, without interruption.

“The importance of business continuity in today's volatile environment is undisputed,” said VirtualPBX CEO Paul Hammond. “Having an

affordable, dynamic and powerful recovery solution on board like the PBX Parachute gives company owners and managers an assurance that business can and will continue despite the occurrence of natural or man made disasters.”

The PBXParachute™, like other VirtualPBX™ solutions, offers a unique combination of sophisticated PBX features including an ACD call center dynamically defined for each queue, powerful follow-me calling, store and forward voice and fax mail, call screening and new message paging, multiple T1 line capacity for incoming and outgoing calls, scalability to an unlimited number of virtual extensions, automatic call back from within voice mail, outbound dialing features, auto attendant greeting and originating voice and fax message phone number information (ANI) stored for each voice or fax message.





NEW PRODUCT

NETLERT COMMUNICATIONS UNVEILS 'N-FOCUS'

Dynamic Call Management Software Application Improves Support and Performance

ASHEVILLE, NORTH CAROLINA - NetLert Communications, Inc. (NCI) has announced the release of **N-Focus Call Management System**, a PC-based call statistics reporting and administration application that helps users collect, display, and analyze call center real-time and historical data from most brands of ACD switches.

"N-Focus CMS was developed to help our clients monitor the changing conditions of their call center environments," stated Danny Councill, president of NetLert Communications. "In addition to monitoring, our clients can use this application to modify call routing or to reassign their agents as necessary, improving workflow, and ensuring calls are being handled promptly and efficiently. In turn, this transforms their call centers into powerful and

profitable components of their business."

With N-Focus CMS, an unlimited number of contact center management and agents can view the data collected by their ACD system. Among other details, N-Focus CMS provides real-time call data from the calls waiting, the number of available agents for those calls, to the average speed of answer. Other key features include graphical interface, a report wizard, historical and real-time report generation, the ability to export data to other applications, adaptability to existing wallboards, and strenuous security features to allow only authorized users

access to data.

N-Focus is based on the industry-standard Java 2 Enterprise Edition. It comes pre-packaged with the Apache Foundation Tomcat 4 Web Server, but may also be used with any other implementation of J2EE. N-Focus also comes with MySQL, a stable database for storage of crucial historical data collection and reporting. ■

SUPPORT

eOn Communications Provides ParTech with Enhanced Technology

eOn Communications Corporation(tm) (NASDAQ: EONC), a leading provider of unified voice, e-mail and Web-based communications systems and software,

will help long-time client ParTech, Inc. accomplish its enhanced customer service goals through a technology upgrade to the newest version of the eQueue® Multi-Media Contact Center Solution.

ParTech provides technology

troubleshooting and repair assistance 24 hours a day, 7 days a week to the company's more than 14,000 restaurant customers. ParTech's Customer Engineers must be knowledgeable of up to a dozen different hardware platforms running diverse software applications, which is a considerable resource investment for

the company. Therefore, retaining its Customer Engineers is a key success factor, and using the very latest technology will better enable its *Customer Engineers* to provide the highest customer service efficiently and effectively. ■



ALLIANCE

XTEND TO SELL, IMPLEMENT AND SUPPORT ASC'S CALL RECORDING PRODUCTS

XTEND Communications Corp. adds ASC's call recording products to its portfolio of comprehensive telephony solutions targeted at the public safety, healthcare and hospitality marketplace

ASC, a leading global provider of Call Recording and Quality Monitoring Solutions announced it has established an alliance with XTEND Communications Corp. as a new distributor for its call recording solutions in the North American Market.

"ASC's Call Recording Solutions will enable us to expand our product portfolio and thus offer our clients comprehensive recording and retrieval technologies, either as turnkey solutions or embedded into our

clients' IT infrastructure", says Thomas D. Clark – Executive Vice President of XTEND Communications Corp.

XTEND will market ASC's stand-alone recording products as well as MARATHON TDI — the first voice and data recording system that was specially designed for full integration into a customer's IT infrastructure. With Marathon TDI, the entire customer interaction can be captured locally and stored in a hierarchical format or centrally with all call related data. Large amounts of data can easily be stored and flexibly accessed over an extended period of time. The Marathon product line will support the customer mission by adding advanced call logging solutions to MediCall™, XpressDesk™, AnswerPro™ and pc/psap™ at the vertical market-specific

contact center level, while adding enhancements to Enterprise Alert™ (E911 compliance software), Eclipse EBS™ (CDR) and other mission-critical utility applications that XTEND provides. ■



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