



## **PRESS RELEASE**

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### **Improving customer service through seamless integration**

Longain, a Cape Town-based direct marketing company using a contact centre for sales of contract products such as cellular and short-term insurance, averages 90 000 outbound and 10 000 inbound calls per day. Consisting of various strategic business units, the company employs some 500 agents, seated over several floors at its offices in central Cape Town.

Its existing communications solution for agents and operators in this setting comprised a number of PBXs for outbound calls, with a call-handling receptionist working over-time to distribute calls. The situation made it exceedingly difficult for the company to manage service delivery, agent productivity and attendance; to combat system abuse; attain greater systems efficiency; and comply with voice logging needs.

"We needed a communications platform that would cost-effectively provide low-overhead, centralised management; track agent attendance and activity; notify managers when service levels drop; speed up, personalise and improve customer contact; and take pressure off our front-office," says Peter Lombard, Technical Solutions Manager at Longain. "We also wanted uncompromised reliability; better systems vigilance against fraudulent calls; seamless integration with our customer database; call recording; and full network visibility."

The solution proposed by Tellumat Telecoms, the telecoms-focused business unit at Tellumat, answered all these requirements and more. Bennie Langenhoven, GM of the business unit, says the company proposed the Inter-Tel Axxess converged voice and data platform, coupled with a 'dialler' solution, voice recording, Callview management software, advanced IP terminals and softphones, in an R8 million deal. "The Inter-Tel Axxess offers the best of both worlds, with the reliability of a traditional PBX backbone and the benefit of integrated voice over IP [VOIP]," says Langenhoven.

Tellumat spent a number of days at Longain, discussing business process improvements made possible with Inter-Tel products. "They spent time analysing our requirements," says Lombard. "Longain values its employees' input, so gaining buy-in at user-level was critical to our decision to select the Tellumat-Inter-Tel solution."

"Not all solutions had to be provided immediately, but there had to be a clear understanding of the path offered by Inter-Tel to achieve their long term goals," adds Langenhoven. "They also needed assurance that Inter-Tel's future technologies would be available on the current platform."

A proof-of-concept was offered by connecting 10 Longain agents to an Inter-Tel Axxcess PBX. The Armstrong dialler, which combats fraudulent misuse of the telephony platform and ensures qualified leads are followed, increased call volumes and improved management of successful sales to such an extent that return on investment was projected over a mere five months. The dialler was site-licensed, ensuring future contact centre expansion without the need to license every new user. Used along with CallView software, Armstrong showed a 75% improvement in productivity, while enabling tracking of successful sales. CallView is licensed per management seat, rather than per agent, likewise ensuring low-cost expansion.



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After consideration, Longain accepted the proposal on the basis of Tellumat's thorough understanding of its business needs, the financing assistance offered and, naturally, the solution, which:

- Displays customers' names and titles on the agents' phone terminals via the dialler, eliminating the need for expensive PC hardware. "No other vendor could match that," says Langenhoven. Offers simpler attendance tracking through ACD log-in and log-out management, rather than physical building access supervision;
- Allows management of a large number of agents with minimum supervision through Callview, computer telephony software that tracks agents' performance in real-time and allows 'management by exception'. The unified Inter-Tel Axxess platform provided the basis for centralised management;
- Features alarm notification if service levels drop, rather than requiring a supervisor to continuously watch statistics;
- Takes pressure off the receptionist-operator, with a Windows-based console offering touch-screen drag-and-drop call transfer and simplified management of the operator environment,
- Offers better security through a dialler that presents calls to agents rather than relying on them to make calls. This also ensures that qualified leads are followed;
- Improves business processes with bespoke 'result codes' such as 'successful sale' that can be entered by agents into their telephone end-points. These codes are available to Callview and can easily be sorted and identified by supervisors;
- Offers highly secure, tamper-proof call recording for training and legal purposes, and to combat fraudulent misuse of the infrastructure. The Inter-Tel solution integrates to a number of voice recording products to meet differing customer requirements;
- Affords full network transparency (visibility). While the solution is a single site, a number of networked nodes provide redundancy by virtue of a number of similarly equipped entities. Using IP networking features, operators and agents can be used across all nodes.

One of the most important aspects however is the service, support and ongoing training offered by Tellumat personnel.

"We received a complete turnkey solution from our chosen supplier. From supplying the hardware through to professional training, service and quality support, we have been looked after exceptionally well," says Lombard. "The proof-of-concept demonstrated Tellumat's training, support, attention to detail and understanding of their product offering, and this has been a constant throughout the implementation."