



**Ultra Communications:
Selecting Contact Centre
Solutions**

The Leading Provider of Network Contact Centre Solutions



... working in partnership with you

The most important thing to look out for when buying a call centre platform is the extent to which the provider will engage with you as the client.

SELECTING CONTACT CENTRE SOLUTIONS



Be careful when acquiring contact centre platforms

Decision makers and buyers should closely examine the offerings they are presented with, as well as the commitment and credentials of contact centre solution and technology providers. Care should be taken against hasty acquisition of call centre platforms in a fast-growing local contact centre environment.

A long partnership

The most important thing to look out for when buying a call centre platform is the extent to which the provider will engage with you as the client. A provider should offer to work closely with various levels of the company stakeholders, to come to a full understanding of your requirements.

A good provider will spend time with senior management of the company, to understand the contact centre's business drivers; with the call centre manager, to discuss problems and measurable SLA's and KPI's; and even team leaders and supervisors about the best way to manage campaigns, data and agent teams. "The IT manager is becoming much more involved in the organisation's business process and is therefore key to the decision making process as well as the successful roll-out of the final solution."

A sense of knowing

Another area to review is the provider's background. Some merely distribute technology on behalf of an overseas principal.

Ultra Communications has over a long period designed, developed and established their contact centre solutions and supplied these as fully supported services for their established base of clients.

Today, tomorrow, forever

It is important to consider current as well as future contact centre needs. Companies need to employ technology used and trusted by other companies, but where you see a need to evolve your capabilities to remote extensions, collaboration and so forth, ask where you would be on their development road map and about their plans to implement next-generation functions and technology.



The support offered by hosted/network providers is an essential factor now in the decision making process for businesses looking to the future. Superior providers offer fully managed monitoring as part of their services.

Prove it

The provider must be willing to perform a proof-of-concept installation that leaves the customer with no uncertainty about its capabilities or to provide references from existing clients about their experience using the solutions from the provider. Ultra are happy to put new clients in contact with established clients to discuss their experience and partnership with Ultra.

DIY

If the contact centre solution comes with a management information system that delivers productivity and other reports, customers should have the freedom to customise their reports themselves at no extra costs, and without the need for special skills. Ultra also provides additional bespoke reports for clients, generally at no additional cost for its clients.

Full disclosure

Do not only look at the quote. Try to come to a total cost of ownership figure, considering reliability (downtime), functionality, the resources needed to maintain or customise, future upgrades and expansion costs, infrastructure costs and the licensing regime. Look out for more flexibility on the licence fee, as opposed to a large capital once-off fee. Often the underlying extra costs are not taken into account around the choice of contact centre technology i.e. cost of an experienced dialler manager to manage an on-site system.

Clients would do well to realise their own influence in coming to the correct buying decision. Any provider worth their salt should be able to sail through a simple checklist like this, but many will not be able to. Knowledge is power.

Frequently asked questions (FAQs) to pose to a Network or Hosted Provider

Important questions need to be asked of any potential Contact Centre technology provider before making the decision to start or indeed move over to another provider. These are listed for guidance and some particular questions specific to choosing a network or hosted partner have been included. There are various important areas to include: your required time to implement and delivery time for your business need, the guidance through the implementation, the infrastructure needs and demand on your business resource:

Implementation Requirements

- How long and complicated is a typical implementation?
- Are there additional support and service expenses?
- What support is provided to the centre and staff?
- What training is included within the set-up for everyone involved?



Hosted & Network solutions offer businesses the opportunity to deal with operating costs rather than capital expenditure.

Providers' Background and Experience

- What is their history and experience working with contact centre operations?
- Are the solutions provided theirs or provided by a third party – what happens when you want new functionality if not?
- Can the company provide client references?
- How many seats are currently in use and where, and what the solutions are used by their clients?
- Can the company provide examples of set-ups and use this experience with you?

Infrastructure Considerations

- What are the minimum requirements needed to start and will this involve upgrades of all the existing contact centre systems?
- How much resource will need to re-directed within the centre to start – IT and Telephony team time?
- Is there additional hardware or software to install on-site?
- What bandwidth and reliability issues should we address with our ISP?
- Are there additional costs required to integrate additional solutions in the future and existing back office applications now?

Data Protection and Access

- Can you access your data outside of the provided contact centre environment (e.g. sales or marketing queries and reports)? What remote tolls are provided and do they cost extra?
- How is your data separated from other clients' data?
- How does the provider return data to you at the end of the agreement?
- How does the centre integrate their local data and applications with the hosted application?

Network/Hosting Environment

- What tools are given to help maintain control, minimise business risk, and maximise service quality?
- Does the provider give 24x7 monitoring and support?
- Superior providers give performance and campaign support – do they? Where are they based and is it included?
- What is included in the Service Level Agreements and does this include reliability and availability?
- What business continuity and disaster recovery procedures are in place and are they included?



Ultra Communications

Ultra Communications are the leading provider of Pay-As-You-Talk, Network contact centre services, including Predictive Dialling, Inbound/Call Blending/IVR and Voice Recording. The non-geographic nature of our services supports home-working and multiple-site operations. Ultra are fully Ofcom compliant, and are a complete Disaster Recovery, risk-free solution.

Ultra record over 3 million agent talk time minutes per month and have an established, long-term customer base.

For more information, visit <http://www.UltraASP.net>.

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