Dialling up revenue & CX.

smartcom
business communications

In the cut and thrust of contact centre environments, productivity and engagement are at the forefront of executing effective customer retention and acquisition strategies.

The call centre conundrum

In an increasingly competitive marketplace, organisations need to efficiently engage with customers in both a reactive and proactive manner i.e., inbound and outbound communications.

Time is literally money for call centre operations. Antiquated technology and/or calling practices cost call centres revenue every minute of every day. Likewise, poor productivity can increase labour costs, diminish call conversion rates and effect agent morale.

Legacy call centre software tends to be inbound centric, with limited outbound capability, other than click-to-dial or manual dialling. Moreover, many cloud diallers tend to be restricted in the deployment of licensing each month, as clients need to advise vendors every month on the number of agent licenses required.

This model is of course, subject to significant wastage due to under-utilisation of agent licenses.

On-demand cloud dialler

Make contact with your customers ahead of your competitors and/or drive new revenue strategies with contact centre technology that delivers productivity gains of up to 300% from manual dialing or click-to-dial functions.

Smartcom's on-demand dialler is a 'pay as you go' cloud service – whereby you pay for only the hours agents spend on the phone. The on-demand capability makes sophisticated dialler technology accessible for contact centres, regardless of size or operational complexity, or simplicity for that matter.

Traditional inbound call centres can use the cloud dialler for dedicated outbound campaigns as required, or alternatively, businesses can exploit the potency of the business-grade dialler as a primary cloud service, with fully-blended capabilities.

Productivity & flexibility

Performance

Optimise the performance of outbound sales activity and customer engagement with Smartcom's on-demand dialler and experience productivity gains of up to 300% - as a result of agent level automation and the vetting of unproductive calls such as busy, disconnected numbers, voice mails and no-answers.

Operational & cost flexibility

Suitable for any size business, the on-demand dialler gives you the flexibility to use the cloud service as required – with any number of agents at any time of the day.

Efficiency

The operational and cost efficiencies of the on-demand dialler drives business performance - as organisations gain access to an arsenal of functions to improve contact rates and customer engagement.

Effectiveness

Improve the effectiveness of outbound campaigns with our industry sector and business application modules. For example, fundraising, debt collection, investment property, financial services, research, appointment setting, seminar management and more.

Ready-to-dial contact data

Use contact data from your CRM or alternatively use Smartcom's quality contact data lists. Customise data from our consumer list of over 12 million contacts, or for B2B campaigns, segment data from over 800,000 businesses.

Immediate service activation

Our three-step activation process can have you up and running within days. Once set-up, use the on-demand dialler as required.

Call Smartcom today to learn more about how our cloud-based, on-demand dialler can improve business outcomes, and make a difference to the performance of your contact centre.

www.smartcombusiness.com

Contact us today at:
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