



# EzyTouch: The "All-in-One" Contact Center Solution for Small and Medium-Sized Companies

At IPVox, we understand the important role your contact center plays in building effective relationships; being able to connect easily with them can make or break your business. That's why when we developed our solution, we made things easy, both for you and your customers. Find out how IPVox EzyTouch Contact Center connects you with ease.



## Enhance customer service

levels

## Lower abandonment rates

## Prioritises the handling of

high value customers

## Minimise operating costs

with better managed

information

## Increase staff productivity

by improving response

time

## Manage all customer

contact points in one

solution

## Build goal-oriented

Outbound campaigns

targeting distinct customer

group, e.g., debt collection,

home financing, etc...

## IPVox EzyTouch Contact Center

### EzyTouch, Fully-Integrated Contact Center

IPVox EzyTouch, a fully-integrated all-in-one solution is modular, allowing you to select the components you need to best meet your operational and budgetary requirements while giving you the flexibility to add more functionality in the future.

With EzyTouch, contact centers can run on - either an analog/ digital or IP environment. As a result, contact centers have a choice of deploying traditional or IP telephony or a combination of both to handle customer contacts.

### EzyTouch Key Functionalities includes:

#### Auto Attendant

With EzyTouch, the auto attendant is perfect for greeting all incoming calls in a professional manner and then transferring them to the extension of their choice. Automating the process of answering calls has several benefits.

- Reduces overhead by automating the repetitive portion of a receptionist's duty
- Calls will be answered in the same consistent manner your clients expect, no matter how busy your staff is

### Skills Based Routing

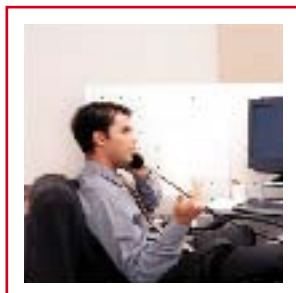
EzyTouch uses skills based routing to match agent's skills set to the needs of different callers – in this way, agents handle the inquiries they are most equipped to deal with via an algorithm-based call distribution.

- Routes customer calls to the right agent every time
- Calls are answered by the most qualified agent available
- Calls are distributed efficiently amongst all agents
- Maximise labour efficiency and minimize operating costs

### Agent Desktop

Agent Desktop allows for the viewing of real-time information on queue and agent performance. This information can also be distributed to as many PCs on the LAN as desired, ensuring that agents have the tools to make the right decisions at the right time.

- Call management and telephone control via a graphical user interface
- Real time visibility of queuing and agent activity
- Informative screen pops - as calls are delivered



### Supervisor Desktop

With EzyTouch Supervisor Desktop, supervisors will always have a current picture of the activity within the contact center: queue status, service level, abandonment rates and traffic volumes. They can also monitor contact center service levels and react immediately when there are issues.

- Monitor the status of every local and remote   agent in real-time over the LAN or WAN
- Adjust agent skills on the fly,   e.g., during run time, supervisors   can change the   SBR for agents   when necessary



### Voice Logger

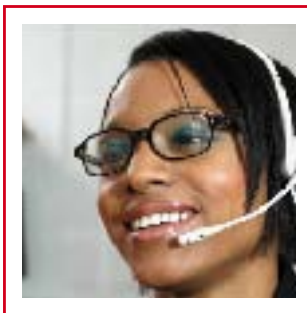
EzyTouch Voice Logger can be configured to record 'every call' that comes through your contact center, guaranteeing your protection every time your agent attends to a call. Voice Logger detailed reports will let you know the date, time, duration, Caller ID (ANI) and number dialed (DNIS).

- Live monitoring of your agent's performance
- Improve agent's performance
- Enhances customer service

### Outbound Campaign Manager

EzyTouch Outbound Campaign Manager addresses the urgent needs of companies that undertake proactive customer contact, extensive telemarketing, collections campaigns or bill payment notifications. In order to achieve this, companies require tools that enable agents to spend more time and focus on talking to customers and less time on non-revenue generating activities. With EzyTouch, you can:

- Maximise financial returns from proactive   marketing campaigns
- Build goal-oriented outbound campaigns targeting   distinct customer groups
- Leverage on real-time data to increase the hit   ratio of marketing campaigns



## EzyTouchPlus

This is an advanced version of EzyTouch, for contact centers which require a more advanced automated self-service function:

- Interactive Voice Response (IVR) Call**
- Routing:** Enables call flows to be customized using
- automated voice menus that gather call routing
- information and deliver pre-recorded announcements

Benefits:

- Improve customer and client satisfaction**
- with prompt and efficient call handling that enables
- callers to reach you anytime, anywhere. For example,
- with IVR and voice messaging functions, customers
- can make inquiries, place orders or schedule service
- at any time of the day or night.
- Increase revenue** with automated self-service
- applications that makes it easier for customers to do
- business with you. For example, it provides 24/7 self-
- service access to data, information and services.

### Extremely Affordable with Sophisticated Functionality

Small and medium-sized contact centers have the same requirements to satisfy customers as larger centers, but not necessarily the resources to invest in and manage complex contact center solutions. IPVox EzyTouch is a scalable contact center solution that offers high-end functionality at an affordable price.

**Unparalleled control at your fingertips** - adjust call patterns, set skills based routing profiles, assign SBR to agents and apply these parameters based on time of day and day of week.

**Reporting tools** - EzyTouch comes in a set of comprehensive templates which provide in-depth insights into the contact center productivity. Historical data accumulated over time can be used for performance management.

**Improve customer service** - your best customers can have automatic priority status applied to their calls or they can be directed to the agent who last talked to them.

**Reduce call-handling times** - by delivering calls to the most appropriately skilled agent and then screen popping caller details to the agents PC - before they answer the call.

**Transform your Call Center into a Contact Center** - EzyTouch Contact Center intelligently manages all multi-channel interactions and delivers them to the most appropriate agent, making your contact center more responsive and cost effective.

**Minimize your investment** - EzyTouch Contact Center is completely modular, allowing you to select the components you need today to best meet your operational and budgetary requirements, while retaining the flexibility to add additional modules in the future.

When you choose EzyTouch Contact Center, you open the door to a wealth of contact center expertise. It is packed with the sophisticated functionality that today's business environment demands - yet it is remarkably economical.