

A man with a beard and a headset is sitting at a desk in a call center, looking at a laptop. He is wearing a light blue shirt. The desk has a laptop, a monitor, a water bottle, a cup, and a bowl. There is a desk lamp and a window in the background.

FOUR THINGS TO LOOK FOR IN A CALL CENTER SOFTWARE

ADDRESSING THE NEEDS OF COMPANIES LOOKING TO EXPAND THEIR BUSINESS WITH CALL CENTER SOFTWARE.

Who Should Read This?

This guide is written to all salespeople, sales managers, VPs, IT, customer service and general management (CEO, CTO, CFO). It should be a required reading for anyone that is part of the decision to expand to a call center. It is specifically written to those companies that have outgrown the typical ways of cold calling and desire to move into a full-fledged call center program to accelerate company growth.

Within this document we will focus on the importance of the following in a call center software:

- ▶ Stable platform on which to base the system
- ▶ Enterprise-grade, full-featured software
- ▶ Extremely easy to use
- ▶ Works for your budget

WHERE DO I START?

Do any of the following questions apply to you?

- ▶ Do you want to get a call center set up without waiting weeks or months to get started?
- ▶ Are you worried about having to get expensive server hardware and phone systems?
- ▶ Is your sales team spread over multiple locations and you don't want to relocate them all to one call center facility?
- ▶ Are you worried about having a system that will keep up with the rapidly accelerating technology without serious upgrade costs?
- ▶ Do you want something that is easy to learn, use, and integrate?

What can you do?

Do nothing

You could plug along, doing the same thing – but expecting different results (which is the definition of insanity and draws out the pain even longer).

Hire additional salespeople

Because of the inefficiency of each individual agent you hire additional salespeople so that slightly more selling can occur per additional person hired.

Legacy system

You can pay thousands of dollars to set up huge server rooms and buy enough expensive desk phones for each of your agents while waiting weeks or often months for this investment to even be implemented. Then the hardware becomes outdated in a couple of years and you have to do it all over to keep up.

THE BIG QUESTION

So, the big question... How do you quickly setup a next generation call center that uses the absolute latest technologies at an affordable price so you can better sell your product?

When looking for a Call Center Application

A good call center application should deliver a software on a good, stable platform while providing all the features that increase agent productivity instead of limiting them. It should be easy to use and be able to constantly update based on the newest technology available to you. Finally, it should be infinitely scalable to grow with you as your business grows.

Four things to Consider

- ▶ Incredibly Stable Platform
- ▶ Ease of Use
- ▶ Enterprise-Grade Feature Set
- ▶ Affordable Price

1 INCREDIBLY STABLE PLATFORM

You want a software that will have a high annual durability so that your agents will never suffer from a lack of productivity due to downtimes.

An HTML5 Platform is also key so that the system can work on a mobile or desktop platform, giving you the flexibility much needed in today's world.

Also, WebRTC (or Web Real Time Communication) is critical to a good software so that your call center can be infinitely scalable and eliminate the need for the investment into hardware and physical phones that are already outdated.



1 INCREDIBLY STABLE PLATFORM

In addition, you want this software to be incredibly secure. A 24/7 fraud detection team, co-location redundancy and 100% audio encryption are a MUST to ensure maximum system security.

Number masking is also necessary to comply with the increasingly tighter GDPR and other data regulations. Software that includes email and SMS verification as well as secure sign-on is also highly recommended.

Further, the software must have excellent reporting. It should have real-time reporting of all the key performance indicators as well as having built-in analytics that allow you to measure progress.

Being able to have all the data readily available in graphic form or on a well-organized dashboard is also key to success.



2 EASE OF USE

Whatever happens, you don't want a system that takes weeks or months to set up. You want a software that can be used from any location so that it's easy to access for all of your team, even if they're in different places.

Being able to decide which performance indicators are most important to you and being able to customize the layout on your own is a sign of a great, user-friendly software.

In addition, any call center software, as mentioned previously, should be easy to add or subtract users easily to scale according to the demands of your business.



3 ENTERPRISE-GRADE FEATURE SET

Make sure that the software that you decide on has computer telephony integration (CTI) and interactive voice response (IVR) for optimal automation and reducing live agent talk time.

A good quality software should have automatic speech recognition in multiple languages for an inbound caller to reach the correct department with ease of using their voice.

All calls should also be recordable and allow any voicemails to be transcribed to text and email for ease of access.

A key part of any call center application is call distribution, so make sure that the one you choose is the best at getting the customer in touch with the right person. Having an automated call distribution with a call-back option is critical in order to allow the customer

to not wait in a long queue and improve customer satisfaction.

Along with that, a software should have automated call-back where the system automatically dials anyone who requested a call-back when it's their turn in the queue.

Another key to having a great call center is having a software that has the best outbound dialing. It should have a predictive dialer and priority preview dialing, which allows quick, efficient and personal calls to everyone on a campaign list.

Inbound/outbound call blending, where an agent is even prompted to make outbound calls when inbound calls are slow is also important.

Furthermore, progressive dialing, where an agent is only ever connected to a live person is vital to enhancing agent efficiency.

3 ENTERPRISE-GRADE FEATURE SET

One last list of features that is important to have is good integration capabilities.

Integration with speech applications such as text-to-speech and speech recognition functions is vital, given that speaking is the main focus of the software. Also, relying on industry's best providers regarding these technologies such as Google is a huge plus.

Good integration with a variety of different CRM software options is also key to allowing your team to use a CRM software that they already know and understand.

This software should also be able integrate with many modern communication systems like WhatsApp, SMS, chat, and IM in addition to just calling.



4 AFFORDABLE PRICE

A good call center application shouldn't cost a fortune. The best ones won't even require expensive hardware or have any fees for maintenance or tech support.

They should be affordable even at an enterprise level and only charge you for what you use with no minimum user requirements.

Finally, a good software should be so easy to use that training costs are minimal and it will require less agents to operate the center due to the increase efficiency of each agent.

The whole point of expanding to a call center software after all, is to increase money in your pocket, not lose it.



WRAP UP

Summing up, you should consider a call center software that is:

- ▶ Based on a very stable platform
- ▶ Enterprise-grade and full-featured
- ▶ Easy to use
- ▶ Affordable

Imagine This...

You want to set up a new call center. You've gone out and purchased an extremely affordable solution that fits all your company's needs and your sales team is using the new software within a matter of hours.

They are all instantly satisfied with how quick and efficient they have become and your sales start to increase within weeks! **Your team is happy and so are you!**

What's next?

Go to www.callcenterstudio.com

Email info@callcenterstudio.com for answers to any questions

Call us at 1 (512) 309-5001 or +44 20 8144 4804 for a quote

This report was created by Call Center Studio, named "Best SaaS Cloud Service Provider" by Eurocloud and the Cloud Innovation Worldcup winner in New York. Used by some of the world's top brands (FedEx, eBay, Dominos, Deloitte, PepsiCo, KPMG, Little Caesars, Dyson, ESRI, Teleperformance, Xerox and more), Call Center Studio is revolutionizing the call center software industry. We encourage you to work with a call center software that is designed specifically to increase your company's efficiency.