



netcall

your call is our call

netcall's **auto-messaging** solutions open all sorts of new possibilities for your customer communication strategy.

Netcall InTouch makes proactive outbound calls to deliver your messages and get your customers talking to you. And Netcall Identifier gives you more information about what drives your inbound calls.

With Netcall's Intelligent Communications Platform™ (ICP) this functionality is available as a fully-managed hosted solution with low up-front costs and no investment in equipment. Or we can install the solutions on your premises. Either way, you can easily control, scale and analyse your service. Ensuring your calls are always on target.



Just think, if you could increase your outbound calling or proactively call your customers with time-sensitive information at a moment's notice – without using valuable staffing resource. Netcall InTouch can make it happen.

Customer Relationships are a Two-Way Thing

InTouch is a simple and efficient way to automate message delivery to your customers. There are so many opportunities to engage with your customers. Greeting new clients. Account activation. Credit limit warnings. Reminders to settle an account. Appointment reminders. Special offers. They all benefit your business. But until now, delivering these messages has meant quickly scaling up your outbound team and getting them trained. And that isn't always possible, let alone cost-effective.

Which is where InTouch comes in. Using a combination of recorded messages and text-to-speech, you can make those calls automatically, without using agent resource. Of course, some of these calls will result in customers wanting to talk to you, so InTouch puts them through to your call centre if appropriate. And if there's a queue, you can offer them a free QueueBuster call back.

Revenue Gains

InTouch generates new cross-selling and up-selling opportunities. For instance: alert your customers to special deals, arousing their interest with a well-worded call to action. Or call to remind customers whose accounts need activating, or who urgently need to make a payment – improving your accounts and collections processes and generating more income.

InTouch with Your Customers

Customers appreciate being kept informed. InTouch could notify them of service problems, pre-empting a flood of inbound calls. And naturally, let them know as soon as service is restored.

You might use InTouch to keep them informed about their account status. Or to pass on great news. The only limit is your imagination.

Efficient Outbound

Using Netcall's hosted platform, InTouch puts you in touch for a fraction of traditional outbound costs. And because there's no equipment to install, you can be up and running in a matter of days, without having to run another complex technical project. Because we know your time is valuable too.

InTouch Plus

InTouch Plus enhances the solution by giving you added detail about the customer enquiry in real-time, using a combination of "whispers" and browser-based screen-pop, to put you one step ahead of the caller.



identifier

Knowledge is power. So it's surprising how many organisations are in the dark about what drives their callers.

Measuring and segmenting phone response has always been difficult. You can set up different phone lines for different advertising campaigns, and count the calls received. But managing this effectively is a challenge. Staff can ask callers, "where did you hear about this?" But the responses aren't always accurate, the question may not get asked, and collating the answers takes time.

Identifier lets you measure your advertising success automatically. Shedding some light on what you're doing right – and on what isn't working so well, too.

Publishers and online content providers are already using Identifier to create innovative pay-per-lead models, identifying the calls generated by each promotion.

How it Works

Simply advertise your phone number as normal, plus a short numeric reference. - "Call us now on 0800 123123 and quote ref. number 20". The calls are routed through Netcall's Intelligent Communications Platform™ which answers each call promptly, asking

the caller to enter the reference. We put them through to the appropriate destination, based on the number entered, the time of day, even the day of week. You simply set up the parameters and we do the rest.

If the number we call is busy, we can offer the caller a free QueueBuster callback. So you don't lose the contact, and the customer doesn't get stuck on-hold – or reach an engaged tone.

Cost-Effective Functionality

You would usually expect to invest in expensive hardware to get Identifier's IVR, follow-me routing, and online analysis tools. Because Identifier is available as a hosted service, it's easy to try out – it's low-risk, and won't drain your valuable internal resources.

Online Management Info

Identifier logs full call history online, giving up-to-the-minute information about where your phone response is coming from, and how it's being handled. Making it easy to identify how each of your branches is performing, or allowing you to reallocate resources to where they are most needed.

You can run different numbers in different publications, to analyse their relative success. Or, you might put numbers against each item you're selling – cars, houses, types of financial product – to analyse the calls each one generates.

Identifier Plus

Identifier Plus enhances the solution even further by giving you added detail about the customer enquiry in real-time, using a combination of "whispers" and browser-based screen-pop, to put you one step ahead of the caller.

Netcall InTouch and Identifier can be supplied as fully-managed hosted services or as in-house equipment. These Auto-messaging solutions are part of a suite of innovative solutions on the Netcall Intelligent Communications Platform™. Netcall's additional Callback solutions and Contact solutions have a variety of applications, all of which improve productivity and enhance both staff and customer satisfaction.



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