

**CRM: before you buy, here are some valuable tips from the experts**

Continued from previous page

options suit businesses that have either OPEX or CAPEX needs at any one time.

In the hosted scenario, companies either pay

monthly subscriptions for software and services or can buy the software and pay for managed services. There's no hefty software or hardware and no need for IT to configure upgrades or manage network security. So, younger businesses or businesses with leaner or no internal IT support like on-line retailers are

often more comfortable with this OPEX cost, as the benefits of outsourcing the operation of the system outweigh any budget constraints.

However, we find that larger, or more mature, organisations like telcos have CAPEX readily available and are very focused on reducing OPEX. For them, with internal IT resource available, onsite is the most cost-effective route. There are other factors that make onsite attractive for them too, like deeper integration into legacy business systems from the outset.

Any CRM vendor worth their salt should be delivering technology in a way that meets a call centre's needs; not push you into hosted or onsite simply because it is better for their bottom line. It's yours that counts.

*Andrew Mennie, senior vice president and general manager, Europe, eGain; amennie@eGain.com*

## Hybrid: the technology that can encourage repeat buyers and build loyalty



TRADITIONAL CRM systems ease the pressure on you and your staff to deal efficiently and politely with all inbound calls and meet, or exceed, your targets. But what if on-hold times could be cut, the number of calls answered increased and call wrap-up times reduced – all while guaranteeing that the customer experience is second-to-none?

Hybrid technology, in its many facets, is entering almost every sector of business and a customer service is no different. New hybrid CRM/telecoms systems present businesses with an opportunity to lift the strain placed on agents while at the same time providing a smooth, efficient and

personalised service.

This technology aids and improves the way in which a business is able to speak to and handle its customers. Callers can enjoy a more personalised and faster service by removing the sometimes lengthy wait and transfer process. Calls are automatically routed to their required department. Agents concurrently receive data about the caller from the CRM system directly to their screen as the call is being routed through.

Call wrap-up times are also reduced as once the call is finished, much of the information that the CRM system requires is automatically updated.

In this ever-competitive industry, providing an efficient and memorable customer service is paramount. Any technology which can aid this process is most welcome. For you, it means a healthy bottom line; and for customers the whole telephone experience will be more enjoyable, thus increasing the likelihood for repeat business and brand loyalty.

*Neil Hammerton, CEO, Natterbox, a hosted voice provider; nh@natterbox.com*

## You could lose your reputation overnight



THE sheer volume of social media conversations places incredible demands on today's call centres. An unanswered Facebook complaint can ruin decades of hard-earned brand equity overnight. A seemingly innocuous afternoon tweet can become an internet sensation by the next morning if left unaddressed.



# ATTENSITY

## Lending your customer an ear

Today, an increasing number of customers exchange opinions across the globe on a great variety of channels. This development can present risks for companies: negative word of mouth on the Internet can rapidly grow into a full-fledged brand problem. On the other hand, this advance can also present unprecedented opportunities: large companies, such as Whirlpool, Charles Schwab Corporation, and JetBlue Airways Corporation are already making use of **Attensity's cutting-edge "Voice of the Customer" Analyze application**, in order to obtain **priceless information from unstructured customer feedback**, regarding customer satisfaction, current brand sentiment and loyalty, as well as potential product issues.

This automatic analysis of all customer communication makes it possible to create an **"early warning system"** for products, warranties, and services, which enables companies to make timely, insightful, and business-relevant decisions. Furthermore, all information circulating in portals, forums, and blogs can also supplement the corporate customer service database, serving as useful additional input. Thus, companies can outrun their competitors by **quickly identifying customer issues**, and offering **fast, relevant responses**.

**Interested? We're looking forward to hearing from you.**

**Attensity Europe GmbH**

Pinewood, Chineham Business Park | Basingstoke | RG24 8AL | United Kingdom

Phone: +44 1256 698007 | Fax: +44 1256 698200 | [ukinfo@attensity.com](mailto:ukinfo@attensity.com) | [www.attensity.com](http://www.attensity.com)