

Packet8 Complete Contact Center

**Mixed Channel Queuing
for Voice, Voicemail, Chat, Email,
Electronic Fax with Customer
Relationship Management**

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Packet8 Complete Contact Center(C3)

Our new multi channel, skills based, queuing and Customer Relationship Management (CRM) service for the SMB contact center

- Automatic Call Distribution (ACD) and More!!

What is a Contact Center?

- Focused group/s inside a company responding to inquiries
 - eg: sales, support, billing, and technical questions
- Need to queue and distribute channels such as voice, voicemail, email, chat, and fax inquiries to agents
- Options for callers such as wait time, leave message, enter digits,
- Detailed Statistics and tools to make better decisions and train
 - Group: service level, number of calls, delay before answer, abandoned, talk time, avgs., time and date
 - Agent: # calls, abandoned calls, talk time, ready time, wrap up, waiting

90% of call centers in the US are 50 people and below

- Total employees these call centers reside in range from 70-1000



C3 Benefits

C3 is “hosted” VoIP just like Virtual Office

- No customer premise equipment
- Can be added to existing Virtual Office solution
- Can be used with customers existing PBX extensions
- Can be used with customers home or remote user cell phone
- Can be used with a combination of above configurations

Benefits include:

- Low start up and inclusion of future updates to the service
 - Call queuing premise based products are expensive
- Our new service offers “single service provider” for “multiple communication mediums”
 - Voice, voicemail, chat, optional email, fax and CRM
 - Major call center costs include dialtone service
- Freedom to work anywhere
 - Virtual Agents do not need any packet8 equipment



What makes up C3?

What is Multi-Channel?

- Channels are defined as types of communication mediums.
 - C3 includes voice, voicemail, chat natively
 - Option to support email, and fax queuing with optional Customer Relationship Management (CRM)

What is queuing?

- A queue will hold channels and distribute among available agents when ready

What is skills-base routing?

- A level of skill proficiency defined for an agent for a channel
- Allows channel to be routed to different agents based on skill

What is an agent?

- Agents handle channel transactions such as calls, chat, email, fax, etc.

What is CRM?:

- Customer Relationship Management is a solution to manage contacts, cases, leads
 - Salesforce, Netsuite, Pomero are examples of CRM services



Packet8 Complete Contact Center

What is Complete Contact Center (C3)

- C3 is a multi channel, skills based queuing solution for the SMB

What is included

- Queuing for voice, voicemail and chat with skills based distribution
- Present callers options such as expected wait time, route based on options selected, collect digits, and screen pop CRM based on input
- Detailed reporting for the channels turned on
- Monitoring and barge in for supervisors

Options

- Recording for all voice transactions per user
 - email, and electronic fax queuing*
 - Customer Relationship Management (CRM) case management service
 - API for Salesforce, Netsuite and other
- *requires CRM seats

How is it packaged?

- Concurrent agent seat / month, + options, with additional agent logins
- Calls are charged per minute
- Jump Start trains and sets customer up after sale



Vendors	Benefits	Weakness	Price
Packet8 C3	PBX, Chat, email, fax queue salesforce integration	Not tested or predictive dialer	\$150 / seat + .01 - .029
Contactual	Chat, email, fax queue salesforce integration	No PBX or predictive	\$150 / seat + .019 - .035
5Nines	Outbound, predictive dialer\$. aggressively going after SMB	No PBX, no email, no chat, upfront monthly dialtone, 3 month min payment	\$120 - \$190 / mo + \$300 dialtone .035 / min
Telax	Heavy ad spend	No PBX, VMail, chat, email, fax queue or predictive. Not interested in SMB	\$400 / seat + .035
Angel.com	Voice recognition, usage based, heavy ad spend	No chat, email, voicemail queue	.05 - .15 per minute
Insidesales.com	Up and coming	Not on the radar unless you are really creative looking	
Echopass	Call center focus	No non call center features	\$250 / agent / mo
Telephony@work	Purchased by Oracle	Purchased by Oracle. First to market and losing ground after acquisition	\$250 - \$400 / mo
Callport	Call center focus heavy ad spend	No PBX, VMail, chat, email, fax queue or predictive. Not interested in SMB	



What is needed to sell

A need for contact solutions and what features?

- Voice, voicemail, recording, chat, email, fax, CRM,
- CRM Integration, Salesforce or Netsuite?
- How many concurrent agents? How many additional agents?
- How many concurrent calls?
- What are they using, who are they looking at?
- Need VO, Using a PBX, using cell phones?
- What prompts the research

Using a Packet8 Virtual Office Sales Rep

Patience to not lead with price



Comparison of selling C3 vs. VO

- **C3 sales cycle is average 12 weeks vs. 3 for VO**
- **C3 sales follow ups avg 14 times vs. 5 for VO**
- **C3 has a larger audience asking questions including call center supervisors, manager, director, IT manager, president and owner vs. owner and IT manager for VO**
- **C3 has an average \$1500 / mo plus VO vs. \$320 / mo**
- **C3 has a 1 year commitment after sale without the trail period vs. VOs 30 day money back**
 - Requires demo sale, proficient product knowledge, detail VO knowledge





Questions?




Pricing

<i>Agent Based Monthly Services Offering</i>	<i>Part</i>	<i>Price</i>
Packet8 Complete Contact Center Concurrent Agent Seat, Voice, Voicemail, Chat, with 2 resource ports	VOSVC0013	\$150.00
Packet8 C3 CRM Solution Per Agent, Email, eFax	VOSVC0014	\$50.00
Additional Agent Login	VOSVC0015	\$35.00
<i>Tenant Based Monthly Services Options</i>		
Additional ACD/IVR Voice Resource Port	VOSVC0016	\$25.00
Additional Toll Free and Local Voice Channels / channel	VOSVC0017	\$10.00
Recording Services / mo / agent	VOSVC0018	\$50.00
Additional 1G storage for data / mo	VOSVC0019	\$15.00
CRM WAPI Tool (Application Program Interface)	VOSVC0020	\$125.00
One time charge		
Packet8 CCC Agent Seat ACTIVATION / Every agent requires	VOACT0013	\$49.99
Jump Start Program . Every system requires	VOSVC0022	\$1,500.00
Professional Services Hourly Service Rate + travel and expense	VOSVC0000H-275	\$275.00



Volume Pricing



Please talk to an inside sales rep



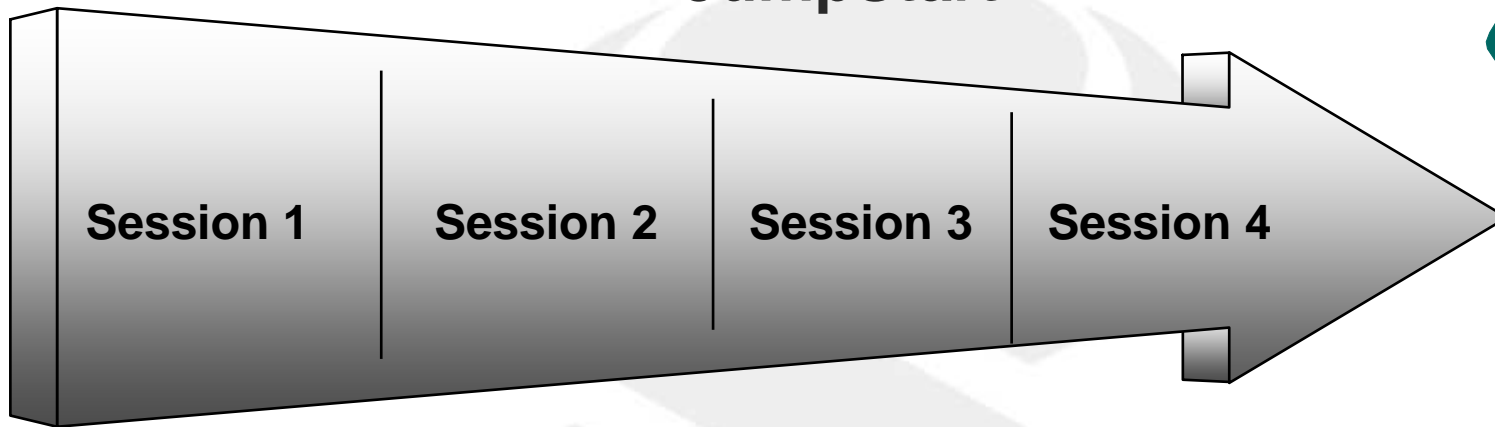
Inbound C3 Pricing Options

<i>New Service Plan</i>	<i>Monthly</i>	<i>Activation</i>	<i>Per min</i>
*Toll Free	\$4.99	\$9.99	.045
*Toll Free 1500 + .029 US	\$39.99	\$9.99	.029
Toll Free 10000 min Plan +.029 US	\$169.99	\$9.99	0.029
Agent Extension .019 US and Canada	\$9.99	\$39.99	.019
Contact Center Virtual Number + .01 / min	\$4.99	\$9.99	0.01
Contact Center International Virtual Number + .01 / min	\$9.99	\$9.99	0.01
Contact Center Virtual Extension + .019 / min	\$9.99	\$19.99	0.019



After the Sale

JumpStart



- Session 1**
- Launch Date
 - Order Telecom
 - Greeting
 - Configuration Manager
 - Create Agents

- Session 2**
- Create Queues, assign members
 - Specify skill levels
 - Set Service Level Agreements

- Session 3**
- Build IVR script
 - Build Email processing
 - Build Chat process

- Session 4**
- Train Agents & Supervisors
 - ACD
 - Reports
 - Monitoring and Recording



CRM explored

- **Packet8 Complete Contact Center's CCM provides a foundation for managing customer contacts and cases.**
- **A centralized repository of customer data ensures that agents have current information at their fingertips, regardless of the communication source.**
- **The case management system provides a historical record of customer interactions. Agents have the ability to document the interactions with customers by creating new cases, editing cases, viewing cases, listing cases, searching cases, and creating follow ups.**
- **For contact management, supervisors can set policy rules to control access to viewing, modifying, creating, or deleting contacts or cases.**
- **Agents can easily search contact with basic or advanced search capabilities. Built-in service level management notifies a supervisor if service levels fall below target, and notifications can be escalated according to your business rules.**
- **Custom fields can also be created in the contact, case, and follow-up areas, where agents can enter, select and view data as well as search and run reports.**



Not supported features

- **Multiple channel support**
 - Eg: 2 chats, 1 email and 1 voice call
- **Predictive, progressive or auto dialers**
- **Whisper**
- **Presence**



What is included with C3

- **Skills based queue routing for mixed channels including voice, voicemail and chat**
 - Agents can have different skills for different channels and campaigns
 - Queue options include presenting caller with expected wait time, music, play recordings, delay before options, collect digits, repeat estimated wait time, and text to speech.
 - Waiting on hold timeouts with options such as voicemail
 - Messages left in voicemail queues are associated with skills and priorities similar to any other interaction and routed to appropriate agent.
- **Optional channels include email and electronic fax**
 - Optional email and fax require CRM service
- **All services have deep reporting capabilities of agent and queue statistics**
- **Deep set of IVRs enabling call centers to manage call traffic with options before presenting to agents**



