

Contact Center Optimization

Transcom North America / Asia

Call Center in a Box™



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Transcom North America / Asia

Call Center in a Box™

Contact Center Optimization

Executive Summary

Transcom North America / Asia, a leading North American supplier of contact center and automated voice services and a *Best Managed Companies*™ for six years in a row, appreciates the opportunity to present our Overview describing the provision, management, implementation, installation, and maintenance of a company wide managed services Multi-Channel Contact Center (MCCC) and Customer Relationship Management (CRM) solution (**Call Center in a Box**™).

As one of North America's largest provider of outsourced call center services, Transcom has built its business serving and supporting North American leaders in customer service and innovation.

Transcom is also a pioneer and leading innovator in the field of managed contact center services, with several significant corporate and government clients leveraging our technologies and management services. We are committed to providing world-class services that exceed both our client's and their customers' expectations for quality, value and reliability.

In this document, Transcom outlines a portfolio of solutions that provides:

- Transcom's comprehensive **Call Center in a Box**™, which provides everything needed to operate contact centers — from proven agent testing and recruiting processes to sophisticated call center applications — without additional staff or a expenditures on hardware, software or training
- As a value-added component included in the monthly per seat price, **Transcom Scheduling Services**™, which allow our clients to outsource its staff scheduling functions and technology across multiple locations
- As a value-added component included in the monthly per seat price, **Transcom Quality Assurance Monitoring**™, allow Clients to outsource quality assurance monitoring across multiple locations ensuring that your teams and customers are fully supported
- Full account management services
- Regular detailed reporting and meetings
- Call center process technology
- Interactive Voice Response (IVR) applications
- Rigorous first-call resolution and escalation procedures
- An ISO 9001:2000 workplace environment with continuous improvement measures
- Unique customizable software that drives performance and quality
- Best-in-class telecommunications infrastructure
- Dramatic cost savings that do not sacrifice quality, and
- Flexible management and staff that work 24 x 7 x 365

Transcom has both the financial stability and cultural fit sought by today's leading organizations and can ably demonstrate the ability to meet your quality, performance and other requirements.

High Level Overview:

Transcom’s Proposed Managed Services Solution

Transcom recommends **Call Center in a Box™**, as an all-in-one customer service solution that includes hardware, software and management expertise that will be customizable to meet all current and future in-house contact center management needs.

With the installation of a minimal degree of physical hardware, this solution will be based in our St. Catharines, Ontario, Canada data center. The solution will be set-up with the help of Transcom’s team and our partner Avaya, along with the monitoring and management services of a dedicated Transcom Account Management team.

Unlike many managed or bundled service packages, Transcom’s **Call Center in a Box™** solution includes all the required hardware and software, plus a professional management team required to oversee this solution and your agencies’ contact center operations:

Transcom Provided Hardware/Software/Technology

State-of-the-Art Platform	Telephony	Leading-edge technology in the form of Avaya S8720s (housed at Transcom’s site), S8500s (ESS) and a series of S8300s (LSP) and G700 can provide a full-fledged ACD platform, with desktop phones/headsets using VoIP technology. The Avaya system provides complete local survivability in the event of emergencies, scalability and redundancy.
	VoIP Communications Server	With an advanced capabilities management interface for multiple Administrators and 200 integrated features,
	Intelligent Call Routing	With a built-in IVR application.
State-of-the-art Application	Reporting	Providing full visibility to your call center’s operation, with both real-time and daily reporting.
Best-in-Class Applications	Call Center	<ul style="list-style-type: none"> • SilverFox™ Customer Relationship Management System • Transcom Scheduling™ (Resource Planning and Scheduling Application) • 100% Digital Call Recording • Agent performance management and coaching tools • Forecasting and scheduling tools • Tandim™ Workflow Communicator (task management application) • Online information and process guides

Transcom Provided Network Management Services

Complete Training with Call Center Trainer(s)	You get a team of training experts who will educate both your agents and supervisors on the software, technology and effective contact center techniques for success.
Resource Management Planning and Forecasting	No more expensive software and management fees. Our professionals handle it all for you.
Application Developers for Custom Design Of Solution	Our developers will design the “Box” that best fits your needs, with as many or as little of the software and tools you require to be effective in your marketplace. For example, Transcom will customize our CRM application, SilverFox™ , for each agency tied into the system.
Reporting Manager and Analyst	As needed, you will have a seasoned expert watching and evaluating the overall performance of your center and providing detailed reports.
Call Quality Analyst(s)	You’ll get a team of professionals constantly monitoring your calls to assess the quality of agent performance against the quality goals of your organization.
24/7 Service And Technical Support	Our on-call tech team will ensure your system is up and running and keep it that way for years to come.

Features & Benefits: More on *Call Center in a Box™*

Transcom’s *Call Center in a Box™* is an all-in solution designed to improve efficiency, enhance processes and heighten performance management to deliver better business results for your contact center. It has been intelligently designed to lower the costs of running your operations, while ensuring your customers a consistent level of customer service.

With *Call Center in a Box™* you receive:

- State of the art technology managed by seasoned experts
- Customizable call center applications that will give you increased visibility
- Better efficiencies, and
- All the tools you need to improve the service and an extensive suite of service options for your customers.

Using VoIP, you’ll receive all the hardware, software, and management support you require — all for a low, monthly per-seat cost. This offering also includes advanced systems and controls to help you measurably improve customer service levels and reduce your costs, including:

- **Automated Call Distribution (ACD)**
- **Customer Interaction Management / Reporting Tools**
- **Workforce Management / Forecasting / Business Analytics**

- **Multi-Channel Contact / Web Integration**
- **Computer-Telephony Integration (CTI)**
- **Outbound Dialing with Proactive Contact Management**
- **Interactive Voice Response (IVR) / Self-Service with Text-to-Speech Capabilities**
- **Speech Technologies / Voice Enablement**
- **Call Recording / Performance Monitoring**
- **E-mail Services**
- **Web Chat**
- **Fax Services**
- **Real-Time Communications / Wallboards**
- **Professional Services / Consulting / Integration / Managed Services**

Call Center in a Box™ Components and Services

I. Avaya Telephony Platform

This is a state-of-the-art system, with Avaya S8720s (housed at Transcom's site), S8500s (ESS) and a series of S8300s (LSP) and G700's that provide a full ACD platform, with desktop phones/headsets using VoIP technology.



Avaya's telephony platform securely supports large numbers of users per server. A comprehensive feature-set includes **integrated voice mail**, a **six-user conference bridge** and the ability to **extend VoIP connections to cell phones** (or any other phone) to seamlessly move calls between your IP phone and cell phones without having to re-establish the call.



Call Center in a Box™ provides advanced capabilities such as robust telephony features such as **voice messaging** and **skills-based routing** for call centers, **full call recording** and **IP telephony** (if selected).

With an easy-to-use and highly flexible architecture, **Call Center in a Box™** will enable you organization to benefit from convergence capabilities across your customer care organization.

Call Center in a Box™ comes pre-loaded with dozen of features and a suite of integrated applications, including:

- Automated Attendant
- Blind Transfer
- Call Detail Records
- Call Forward on Busy
- Call Forward on No Answer
- Call Monitoring
- Call Parking
- Call Queuing
- Call Recording
- Call Retrieval
- Call Routing (DID & ANI)
- Call Transfer
- Call Waiting
- Caller ID
- Conference Bridging
- E911
- Interactive Voice Response (IVR)
- Local and Remote Call Agents
- Music On Hold
- Spilt skilled Agents
- Supervised Transfer
- Three-way Calling
- Time and Date
- Trunking
- VoIP Gateways
- Voicemail
- Visual Indicator for Message Waiting
- Stutter Dialtone for Message Waiting
- Voicemail Groups

2. Intelligent Call Routing (with built-in IVR application)

As noted, **Call Center in a Box™** supports skills-based routing. The agent priority may be specified per queue. Fallback destinations may be defined by either the maximum number of callers waiting in a queue or the maximum wait time.

3. Resource Planning and Scheduling Applications

With **Call Center in a Box™**, there are no more worries about expensive and complex resource planning and scheduling software or management. Our experts are at the controls of leading edge software and hardware to ensure your staffing is always in correct proportion to your call volume — and its all seamlessly managed from our facility.

Call Center in a Box™ brings your organization the resource planning and forecasting technology along with skilled personnel to evaluate and monitor call center volume patterns and in tern generate staffing requirements and associated schedules to match these call volume demands, revising as necessary to meet business needs.

Too many staff on the phones... or too few? A widespread call center problem is how to ensure the right number of agents is consistently scheduled to meet call volume demand, while avoiding the pitfall of over and understaffing. With **Call Center in a Box™**, we will provide you with a proven system for balancing scheduling efficiency with customer service levels to drive call center performance and minimize human resources errors.

With these **resource planning tools**, your customer care organization will gain better control of its agents, and:

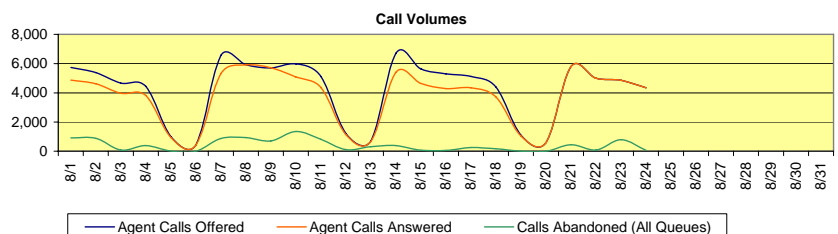
- Reduce calls lost due to under scheduling of agents during peak hours
- Reduce lost wage costs due to over scheduling of agents during non-peak hours
- Earn more revenue

4. State-of-the-Art Reporting Application

Our Reporting Application will provide full visibility to your call center's operation, with both real-time and daily reporting. Our clients call our reporting tools "legendary" and for good reason. **Call Center in a Box™** includes unique reporting processes and methods that you won't find elsewhere.

To meet our Clients requirements, we employ a comprehensive and clear approach to performance data and metrics to give your customer service department ultimate control over their business.

Date	Forecast		Volume					
	Forecast	% of Calls Offered to Forecast	Calls Offered	Calls Answered	Call Abandoned	Total Calls Abandoned within SVL	Total Calls Answered within SVL	Total Calls Handled Within SVL
Totals/Averages	34384	86.5%	29735	23123	6612	5065	14513	19578
Fri-01-Sep	2300	68.8%	1583	1134	449	325	539	864
Sat-02-Sep	1736	81.1%	1408	956	452	331	340	671
Sun-03-Sep	1566	68.3%	1070	731	339	231	304	535
Mon-04-Sep	2401	76.9%	1847	1392	455	393	810	1203
Tue-05-Sep	2321	89.1%	2068	1614	454	416	1118	1534
Wed-06-Sep	2045	98.7%	2018	1500	518	412	851	1263
Thu-07-Sep	2022	98.5%	1991	1642	349	272	1262	1534
Fri-08-Sep	2300	91.0%	2092	1813	279	227	1476	1703
Sat-09-Sep	1736	100.2%	1740	1099	641	445	192	637
Sun-10-Sep	1566	102.7%	1608	1071	537	346	196	542
Mon-11-Sep	2401	92.3%	2215	1785	420	311	1388	1699



With the reporting tools included in **Call Center in a Box™**, your managers can pull back the reins on absenteeism, early leaves/late starts and frequent breaks... before customer service levels depreciate.

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You'll get access to real-time, online detailed reports on ongoing performance results and individual agent performance, as well as the ability to easily identify reasons for poor performance and rapidly make adjustments.

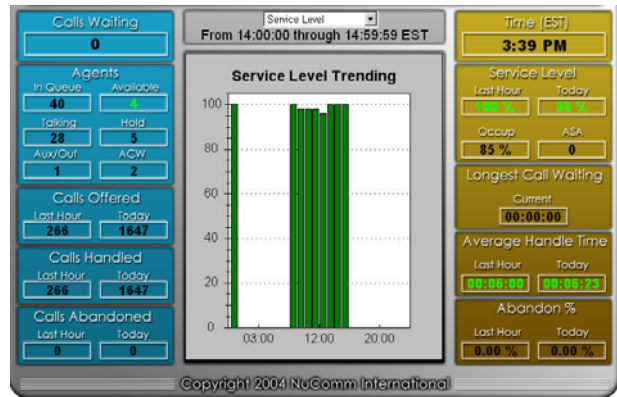
And, any additional information, recommendations and data are always an easy click away: **Call Center in a Box™** will provide access to reports via a customizable and secure Web site, which uses a private login and password.

5. Call Recording

To ensure top-notch quality control and best-in-class agent performance management, this solution also comes with robust digital call recording functionality, set for a default of 100% of calls.

6. Other Best-in-Class Call Center Applications

At the heart of Transcom's **Call Center in a Box™** is an effective suite of tested customer service applications designed to drive your agents' performance and improve efficiency in your customer service department. These applications will help the customer service department reduce costs and increase efficiencies by allowing you to:



> Manage Your Customer Relationships

Our centralized database will streamline your processes and arm your sales, marketing, and service personnel with better, more complete customer information.

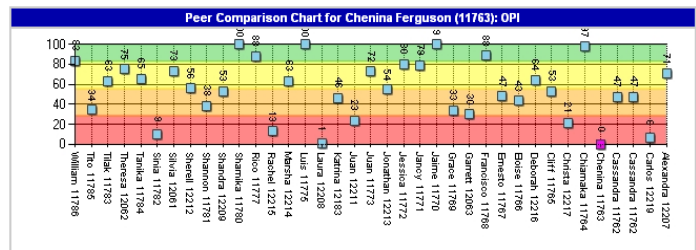
Our CRM tools will enable you to:

- Create valuable customer intelligence from daily data to increase your profitable relationships and decrease your operating costs
- Design better customer experiences and targeted marketing programs from the intelligence you gather.
- Monitor and measure results

> Manage Your Employees' Performance

Our industry leading Agent performance management application **CIMWeb™** will assist in tracking and displaying employee performance information. Our employee performance tools will enable your employees to:

- Set goals, monitor and view their own progress versus their peers
- Receive consistent performance feedback they need to succeed at their jobs
- Be recognized for their accomplishments and successes through an incentive/reward program



> Manage Your Work Force

Our easy-to-use staffing management system is designed to sustain optimum employee productivity and ideal customer service levels. Our staff management tools will enable you to:

- Perform accurate forecasts to plan more accurately and schedule more effectively
- Receive the real-time information required to better manage the performance of your people and your operation, on the fly
- Automate many time-consuming and labor-intensive processes associated with staffing and scheduling

NuComm
international

Resource Weekly Plan
Monday September 18th - Sunday September 24th

Date	Call Volume	SVL	Occupancy	Scheduled Hours
Mon-Sep-18	5,630	75%	82%	563
Tue-Sep-19	4,868	86%	80%	490
Wed-Sep-20	4,950	73%	85%	486
Thu-Sep-21	4,944	79%	82%	483
Fri-Sep-22	4,366	79%	83%	442
Sat-Sep-23	995	82%	61%	132
Sun-Sep-24	415	83%	53%	70

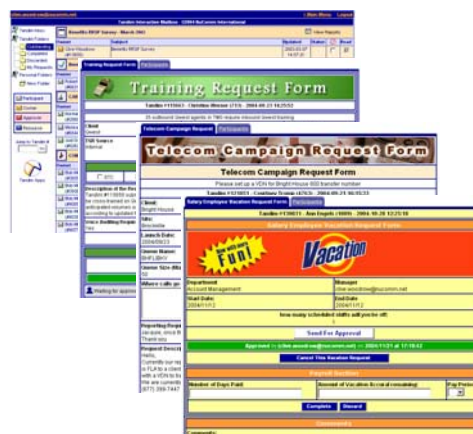
Weighted Service Level	Weighted Occupancy
78.52%	80.56%

> Manage Your Tasks

Our collaboration software and online planning functionality Tandim™ helps effectively manage all kinds of projects within your organization.

Our communications management tools will enable you to:

- Synchronize your entire team for maximum efficiency on all projects
- Assign tasks and ensure accountability from start to finish
- Keep team members and managers informed through email notification updates



> Build and Manage Information and Processes

Our custom-developed Intranet content puts pertinent business information at the fingertips of your front line staff. This information access can be customized to your specific business needs. Our information management tools will enable you to:

- Direct and inform your employees of best practices and customer handling procedures
- Provide employees with easy access to specific business information
- Get customizable walk-through guides

With **Call Center in a Box™**, you'll get customizable walkthrough guides that include CRM information and troubleshooting to help your agents handle calls more consistently and with defined focus. These guides will include the first things you do in a call, processes and procedures for your agents to follow and tips on how to quickly address all issues for the customer.

These guides also include area code postings and other relevant information pertaining to your business for agent information at a glance.

Call Center in a Box™ Management Services

What truly sets us apart from other customer service packages is the value-added expertise we provide. Beyond the wires and software, we include a human element to save you thousands of dollars in additional managerial fees.

Call Center in a Box™ is the only program of its kind that comes complete with a team of Call Center experts to work as part of your team to oversee your processes and proactively assist your organization in leading the operations of your new customer care department.

Our team of Call Center experts will assist you by providing important support roles while taking on a wide range of important tasks within your organization. This management support and expertise will include:

1. Complete Agent Training Program

Clients receive dedicated corporate training to facilitate initial learning sessions for all existing Customer Service employees. Transcom's corporate trainer will lead your teams through our tried and tested programs:

A. Learn our Call Center System

A full-day training program to ensure your personnel—both agents and supervisors-- are proficient in using the suite of call center applications and understanding all the day-to-day applications and systems needed to do their job well. This training ensures all of your staff understands how the phone system operates, how to access reporting, quality application and coaching tools. In short it includes training on all the elements we provide in the box,

B. Learn Call Center Management Skills

This is our intensive five-day **Call Center Management Certification** training course, designed for your customer care management team. Held onsite, it provides a practical understanding of customer care center operating principles and lays the foundation for an enhanced "agent performance" culture going forward.

2. Application Developers (for customizing of solution)

No one solution fits all. That's why, as an essential first stage in the implementation process, your organization will receive the services of our application developers who will audit your current infrastructure, processes, facility and business goals to develop a **Call Center in a Box™** solution customized to specifically meet your needs, operation size and structure with the right platform and suite of applications to deliver maximum results for your business. For example, they will design and customize our CRM system for each agency to a degree that will best fit their needs while using a common development platform and database. Additionally, when your operations grow, change or scale back, this team of experts will be available to make any reconfigurations, changes or reinforcements to ensure your call center is always fitted with the right solution for its size and requirements.

3. Call Quality Analyst(s)/Auditors

While we recognize that Clients will monitor quality assurance to some degree, Transcom is proposing to add its own QA bench strength to assist your operations to achieve the highest degree of quality possible.

Transcom will audit to your requirements both through our IVR QA tool and using live auditors. Transcom's voice analysts are a dedicated group that would work independent of your operations.

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Their primary function is to objectively assess the quality of agent performance against the quality goals of our Clients. They do this by listening to agent calls and measuring performance against your standards and that of our organization.

The process is simple. Our auditors log into an auditing application that allows them to track their program and/or team. From there, the auditor can be presented with a list of agents who are currently logged into the queue (where technology is available) and require a call audit. This system ensures a relatively equal distribution of audits at the agent and team level. Next, the auditor selects the agent they wish to listen to. The call is pulled from the recording source and is scored accordingly. These individuals ensure the quality of your agents' performance is effectively monitored, measured and managed for best results.

4. Reporting Manager and Analyst

At the helm of these robust resource planning and reporting technology and tools will be a skilled manager and analyst that will oversee your agent scheduling, reporting structures, call center processes and efficiencies to maximize the performance of your agents and your call center. Simply put, all the tools you receive will be managed by our experts who are there to ensure the creation of appropriate schedules, the correct allocation of your resources and to constantly review and generate feedback as to necessary changes, trends and forecasting.

5. 24/7 Service and Technical Support

With **Call Center in a Box™**, our first-class technical service team is at your service. They will work efficiently with you to implement the **Call Center in a Box™** system and ensures that it is up and running and they keep it running smoothly for years to come. Our team of Telecom experts will provide you a seamless installation, attentive tech service and full 24/7-telecom support. Transcom will also oversee complete management of the telecom solution providing:

- Telecom Implementation/Installation
- Baseline metrics calculation and setup
- Line programming for call routing and queuing
- After-hours cut-over and testing
- Automated data and reporting feeds
- Telecom Support and Maintenance
- Phone system training for agents
- Ongoing programming of call routing and queuing
- Programming for additional agents
- Queue and agent level reporting
- Schedule modeling and recommendations
- Programming of auto-attendant / IVR
- Fully integrated ACD reporting interface

Summary

Transcom wants to take the concept of “managed services” to the maximum degree for our Clients. While you will be most interested in managing your own people in your own environment, Transcom’s **Call Center in a Box™** solution enables your organization to hand responsibility over for much of the contact center system administration to Transcom — including reporting, QA, resource scheduling and all system configuration — for one low, monthly per-seat cost.

Our **Call Center in a Box™** solution can be customized to meet your organizations quality, performance and efficiency goals its customer service organization. Through a careful needs-analysis and a gradual transition, Transcom will bring the solution it needs to improve the rigor of your contact center technology platform and the efficiency of all processes within your call center and, to ultimately lower expenses and improve customer service.

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In Conclusion

On behalf of the Executive Team at Transcom North America / Asia, we thank you for this opportunity to propose our portfolio of solutions available for Call Center in a Box™.

Based on our many years of serving fast-growing, customer-focused clients, we believe Transcom can be an excellent strategic fit for your organization.

We share many of the same ideals and high standards for customer service.

If you have any additional questions about aspects of our proposal, please let me know. Otherwise, we hope for the opportunity to meet with you soon.

Sincerely,

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