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Finally a simple way to Deploy a Customer Contact Center

White Pajama's Online Service dramatically
simplifies the task of deploying a contact center

Why a Customer Contact Center?

A recent article by the Harvard Business Review reported that increasing customer retention rates by 5% increased profits by 25% to 95%.

The role of the contact center is beyond customer service, transactions performed by a contact center range from taking orders, answering marketing campaigns, and more general interaction with customers. In fact it plays a central role through out the customer cycle from identification, acquisition to service.

Today customers want to interact with a company in a way that is convenient to them. This might mean interacting with the company by telephone, email, instant messaging or Fax. To provide a consistent and efficient service across all of these 'customer contact' channels a company has to deploy contact center technology. In this white paper we examine the two alternatives a company has: First building in house their contact center and second using an online service such as White Pajama to obtain these critical contact center technologies that is needs to interact efficiently with its customers.

Designing the Contact Center

Typical Design Considerations

Designing today a contact center is a challenging task. Which applications are going to be used? Which media (telephony, email, chat, instant messaging, fax, etc...) are you going to use to interact with your customers? Do you need work at home or remote agents? Once you have determined your needs then you need to understand and select the right set of product to integrate in order to provide you with your required functionality. In a traditional contact center it is not unusual to have 10 different products that need to be integrated together (the PBX, the ACD, the IVR, the Email router, the agent facing tool, the self-service tool, the database, the reporting tool, the fax server, the co-browsing tool, voice logging/quality monitoring tool, the voicemail tool, and potential some more).

This technical complexity of the contact center requires experts from every technical domain listed above to work together to architect the solution. This is a considerable drain on a company's resources.

The White Pajama Advantage

White Pajama is an online service with a **complete** suite of contact center applications . The only thing that you need to focus on are your needs we take away all the pain, cost, time and resources of vendor selection, due diligence, and compatibility issues.

Implementing and Integrating the Contact Center Technology

Typical Implementation/Integration Considerations

Once you have selected your vendors, you need to put together an implementation plan where you would mobilize your technical people (or hire an outside system integrator) to plan the Integration and implementation of the different components that you selected. You may also need to send some of your people to specific vendor training to make sure that they are knowledgeable with every component that you will be integrating.

Part of the challenges you will face is that although you have a clear understanding of you requirements it might be particularly difficult to implement with your selected vendors due to the fact that they were not designed to work together: The phone switch you selected was not designed to work with the email router which was not designed to work with your CRM which was not designed to work with your fax server and so on. The risk with Contact Center Projects is that due to their complexity the vast majority of them Fail!!

The White Pajama Advantage

Through the White Pajama service you have access to components that are already integrated together. This saves you cost and time you don't have to plan for or budget an integration project. Also you do not need to keep up with many different vendors we provide you a complete solution and ensure the success of the project. Our **No Software + No Hardware + No investment = Total Success** methodology allows you to be up and running much faster and much cheaper. If you need to interface an existing app we have WAPI which allows you to interface any app through our WebServices API.

The White Pajama approach allows us to be up and running with the majority of our customers within 2 days of activation with a success rate that is unmatched in the industry and with no upfront Investment!

Using the Contact Center

Typical User Considerations

In a traditional contact centers, once your contact center technology is implemented and you integrated all of the required apps, you have to train your users (call center managers, administrators and your reps) This is a challenging task as you have to develop a training guide that is consistent by distilling information from the various products used (ie PBX, IVR, CRM, ACD, etc..). This complexity creates a longer training cycle for Managers, reps and Admins, also when ever there is an upgrade to one of the components of your contact center you have to update your training manuals and deliver training to your reps.

The White Pajama Advantage

The White PJ application is consistent through out and is designed to be easy to use (we worked with one of the top authorities on computer interface design). Along with our online training guides this means that your users can reach a high level of productivity much faster than a contact center that has multiple applications glued together. Typically within 2 days all reps are fully productive on all the functions of our Contact Center. Also when

new functionality is added it is done in a seamless manner in a way to ensure a high productivity of your agents.

Maintaining the Contact Center

Typical Maintenance Considerations

One of the highest hidden costs of deploying a contact center is the maintenance of it. You need to have on hand a telecom expert, a Networking expert and an IT expert that are constantly trained on the different applications that are in your contact center. Even a simple function such as adding a new agent is a challenge in a traditional contact center. You have to provision that agent in the PBX, CTI, ACD Email router, Reporting system, and any other system that you may have, and if you make a mistake your contact center will not function properly.

The White Pajama Advantage

With white PJ as we have everything integrated not only from an agent's perspective but also from an administrative point also. Adding an agent is a breeze just select his skills and access rights and he is automatically provisioned in the all the subsystems (PBX, ACD etc) and you can be confident that the reporting and management tools are all synchronized. A call center manager can provision a rep in the system in less than a minute that is how easy it is with White PJ. The same goes for queues and recordings, you can change on the fly the configuration of your call or email routing without involving a technical resource. This represents tremendous savings in time, dollars and frustrations.

Supporting the Contact Center Users

Typical Support Considerations

In a traditional contact center the technical people had to constantly do projects to improve the contact center functionality and reliability. When ever an application goes wrong you technical team has to figure out if that was an artifact of the integration of the various applications or a problem with a particular application. If it was an artifact of the integration, your technical people have to change how that integration was done. If it was an artifact of the application your team has to contact that vendor and wait for a fix potentially having your contact center down or not functioning at peak performance for a period of time. Also if you want improvements in functionality your technical team has to schedule and deliver a project to implement that added functionality and make sure it works with all the other integrated applications and components of your contact center. This is a huge investment that is costly and inefficient.

The White Pajama Advantage

The White PJ app has had up times in excess of 99.9% which is the considerably more reliable than any premise based environment. If there is problem in our application we have a team of engineers standing by to fix it and chances are we already fixed any issue that you might encounter. White Pajama frequently adds functionality to its service included in the monthly subscription fee. Company created applications are easily integrated. This approach allows you to stay on budget with an uptime that is best in Class.

Conclusion

Online Contact Center services such as White Pajama are becoming more popular, for obvious reasons, namely:

- 1) No upfront capital investment
- 2) Predictable and low monthly fees gives you access to technology that was only available to the largest companies
- 3) Fast to Deploy and Scale
- 4) Minimal support from your team
- 5) Fully Integrated Solution ensures technical success.
- 6) Many more...

Additional Information

For additional information contact us at :

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