



CONTACT CENTRE TECHNOLOGY

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THE POWER
OF CLOUD
COMPUTING

Know No Boundaries



HARNESSING
THE POWER

The advent of cloud computing solutions for the call centre industry means that the days of massive capital investment and costly maintenance contracts are a thing of the past. With the development of the RapportCMS™ platform, we have recognised that world class contact centre technology must be equally adept at addressing what happens after “hello” as to what happens before it.



Rather than having to buy expensive overcapacity, the RapportCMS™ contact centre technology is rapidly scalable, highly secure and can be paid for on a per use basis. Through RapportCMS™ we make available our proprietary platform as an On-Demand, hosted call centre solution for companies who want to manage their own agents. The end result is an enterprise proven solution that is trusted by many of the world's leading companies.

Cloud delivered call centre technology

RapportCMS™ delivers clients world class contact centre functionality from the “cloud” on a ‘Pay per Use’ basis.

A cloud based solution will provide clients with many meaningful benefits:

- Lower up-front costs
- Ability to scale-up or down as campaigns require
- Geographic neutrality
- Rapid deployment
- Real time management reporting and full integration

RapportCMS™ is the technology division of the Unity4 Group. The founding company of the Group – Unity4 is one of the Southern Hemispheres largest, exclusively home based, outsourced contact centres.

Last year Unity4 had several hundred home based agents running on RapportCMS™ proving the technology on a daily basis. And overseas on our global platform we have over 3700 active users.

We believe the ability to offer best of breed contact centre solutions for Enterprise, multi-location and home based agent contact centres makes RapportCMS™ one of the most flexible solutions on the market, all within a pay per use model.

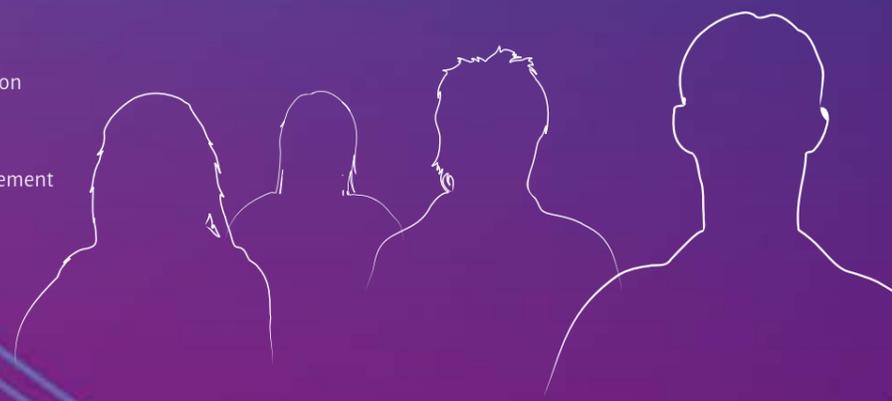
The end user specifications required for RapportCMS™ are not onerous. All that is needed is a PC with Internet connectivity and a phone. The solution is independent of existing customer phone systems and requires no integration.

Within the single tenant, customers have access to all the RapportCMS™ components which include:

- Easy to deploy home based and/or enterprise solution
- Inbound skills driven routing
- Automated outbound dialling
- Sophisticated agent scripting and campaign management
- Call recording and silent monitoring
- Online real time and historical reporting
- Qualitative and qualitative management system
- IVR
- On-line training
- Rules engine for SMS and email

RapportCMS™ will unlock the capital, both human and financial, in your business today.

“By 2013 at least 75% of call centres will use a form of SaaS in their contact centres”
– Gartner





Success Stories:

KNOW NO BOUNDARIES

RapporCMS™ Success Story

One

The RapporCMS™ pay per use technology platform saves valuable Capex for one of the world's largest media companies.

Whilst the long term outcome with this client has been one where there has been a gradual migration to a complete RapporCMS™ hosted platform, this was not the genesis of our relationship. At that time, the company faced the decision between purchasing an outbound dialler and comparing hosted offerings.

The first stage of the programme was therefore to win a trial against the leading global provider of dialling technology. After successfully navigating this hurdle our hosted offering was then seen as cost effectively solving some broader contact centre issues within the client. This was even more vital given the rapidly deteriorating economy and what has become known as the GFC.

In 2008 we began an inbound trial at a regional 50 seat contact centre to judge the effectiveness of integrating in-bound services including call recording onto the RapporCMS™ platform.

This change involved a complex integration into Siebel 6 and 7 as well as into the proprietary ad booking system Cyber. Seamless integration and minimal disruption were KPI's of this deployment.

Our success in the regional centre was then replicated in the 130 seat flagship contact centre within a key metropolitan market.

The standard RapporCMS™ solution is packed with features;

- 1 Automated Outbound dialler
- 2 Inbound skills driven routing
- 3 Campaign Management
- 4 Inbound and outbound contact scripts
- 5 Digital call recording
- 6 Real time and historical recording
- 7 Full featured IVR

Despite all these features, the product differentiator is that RapporCMS™ is built from the agent interaction up and therefore can deliver complex campaigns seamlessly. This focus on the desktop has been driven through the development of the technology as first an enabler of an at home outsourcer rather than a telephony play.

For clients who have needs such as this, RapporCMS™ is the perfect pay per use solution.

Summary

Hosted models for contact centres have become well established through advances in technology and the rise of 'cloud computing' solutions such as salesforce.com. Whilst this leading global media company is at the forefront of this major technology shift, many other companies facing the reality of rising Capex costs should thoroughly evaluate the bottom-line difference a pay per use contact centre model can provide.



Navigating the complex world of financial products:

RapportCMS™ helps one of the world's largest providers of life insurance, pensions and long-term savings and investment products.

At the time of our appointment our client was running its complex outbound sales campaigns across multiple outsourcers on multiple platforms. This meant the ability to compare on an "apples with apples" basis was severely impaired. It also meant that what was a core part of their business process was owned by outsourcers rather than by themselves.

RapportCMS™ was an attractive solution for this leading financial services player as it could deliver against the complex environment for scripting and campaigns, the ease of integration into several CRM systems and its ability to provide real time reporting for both local and international head offices.

Our relationship has now expanded significantly so that this organisation now uses 130 concurrent agents ("seats"). They use all aspects of system functionality and are able to expand or contract capacity as required. Of particular utility has been our ability to generate and modify product offerings quickly and efficiently.

Summary

This client now has the ability to manage multiple suppliers and sites from a common central platform, putting power back into their outsourcing relationships. As of September 2010, our client is interested in migrating the RapportCMS™ platform to more of their Asian markets for roll-out.

RapportCMS™ Success Story

Two

RapportCMS™ Success Story

Three

RapportCMS™ rapid deployment pays dividends for a global leader in shareholder communications.

With the unforeseen nature of corporate M&A activity, its short duration and high profile, a global leader in shareholder communication approached RapportCMS™ to determine whether a pay per use model was an effective solution.

Our client also had very specific output or reporting requirements to give visibility over voting intentions of the shareholder base.

As M&A activity can come from "out of the blue" the client needed us to be as prepared as possible for such an event. Our first step was to have developed a prewritten suite of scripts that were available for fast implementation. We also need to ensure that we had sufficient available capacity, a major selling point for the RapportCMS™ technology given its position within the telco provider at a network level.

Thirdly we needed to agree up front the nature of tailored reports and output files that could be accessed during the campaign at real time. This on line view of voting intentions by shareholders needed to be sorted in a variety of ways and be visible to all appropriate shareholders.

Finally our predictive dialler gave great power to this organisation in terms of overall productivity.

Summary

Given the nature of M&A activity RapportCMS™ flexibility, cost effectiveness and ease of deployment proved to be the perfect "out of the box" solution.

Four

The RapportCMS™ pay per use model is perfect for sporadic, short duration campaigns such as political elections.

Pay per use models are perfectly suited for campaigns which are sporadic in nature with extremely high capacity needs for short periods. One such example is the electoral cycle which occurs once every three years with no intervening demand.

One of Australia's major elections was run using the RapportCMS™ technology to support the electoral commission. Our response was vital given no other supplier was able to meet their specifications.

Our solution involved the building of a 90 seat in-bound campaign which was fully scripted and integrated into the current web based system. Of great importance given the capacity issues was the complex IVR development to both triage calls and manage massive peaks in volume.

The campaign was of very short duration (3 months) with no legacy costs accruing to the client.

Summary

The RapportCMS™ reporting suite also delivered enhanced reporting to that which they have used in the past and we are now in the process of planning out future elections.

Five

How Australia's largest at-home outsourcer builds its business on the RapportCMS™ technology platform.

Unity4 has been in the vanguard of the global movement towards at home outsourcing in the contact centre industry. First started in 2000, Unity4 provides both in-bound and outbound services to a variety of blue chip Australian and International clients.

Each year the company runs several hundred agents from home and therefore reliability of the platform is key from an enterprise perspective.

RapportCMS™ is a totally integrated platform from recruitment through all aspects of call handling and campaign management to final quoting and billing. The platform therefore manages the backbone of the Unity4 business and is much more than simply a telephony technology.

Because RapportCMS™ was firstly an agent empowering technology, this remains a core differentiator for us as we sell the platform on a pay per use basis.

Complex campaign work in the utility space with the need for inputting to client legacy systems is readily accomplished. Unity4 also provides patient counselling for many of the world's leading pharmaceutical companies, meaning security over data is paramount.

Summary

Unity4 both provides benefits and is a beneficiary of its relationship with RapportCMS™. As new needs are identified in the outsourcing space, these are incorporated into the technology platform and sold as standard to our pay per use clients.

Now you know more about us,
let us get to know you.

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