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

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Whilst the long term outcome with this client has been one where there has been a gradual migration to a complete RapportCMS™ 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 RapportCMS™ 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 RapportCMS™ 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 RapportCMS™ 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, RapportCMS™ 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.

RAPPORT CMS