



Enterprise One Number

Call Center Solutions Overview by QuesCom

info@quescom.com



+33 (0)4 97 23 48 48

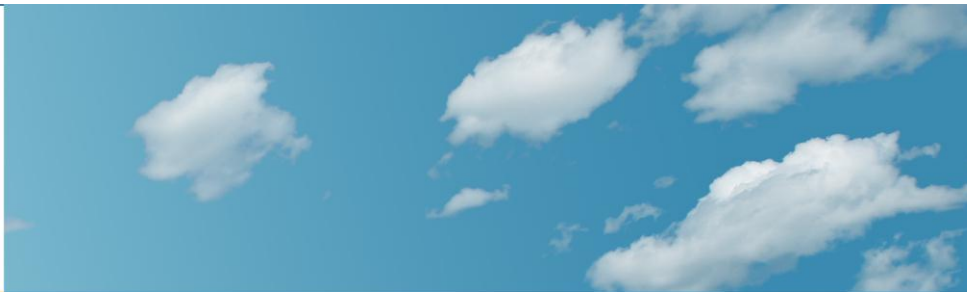


Table of contents

1. SCOPE OF QUESCOM SOLUTION.....	3
2. INCREASING SUCCESSFUL CALLS BY SHOWING MOBILE NUMBERS AS CLIS	5
2.1. BENEFITS OF DISPLAYING MOBILE CLI	6
2.2. HOW MUCH ADDITIONAL REVENUE IS EXPECTED?	6
3. CALL CENTER CALL FLOW ARCHITECTURE	7
4. INTEGRATING SMS INTO CONTACT CENTERS	8
4.1. METHODS TO INTEGRATE SMS TO THE CALL CENTER INFRASTRUCTURE	8
4.1.1. <i>Example of SMTP to SMS:</i>	8
4.1.2. <i>Example of Microsoft Outlook integration</i>	9
4.1.3. <i>Example of integration with existing database</i>	9
4.1.4. <i>Other of supported methods</i>	10
4.2. HOW MANY SMS CAN BE SEND?	11
5. INSTALLED BASE	12

<http://www.quescom.com>

1. Scope of QuesCom solution

What can you expect from a QuesCom Appliance to help you in a contact center? There are multiple media that QuesCom can support. Ranging from increasing contact rate success, call cost savings to SMS servers for marketing or information to customers and consumers..

In many countries, consumers are increasingly only accessible on their mobiles instead on their fixed line phones. Why? Most of the consumers either only have a mobile phone number or they want to keep their privacy of their not so quickly changing fixed phone number. Their mobiles can easily be switched off, their fixed phone normally stays on at all times.

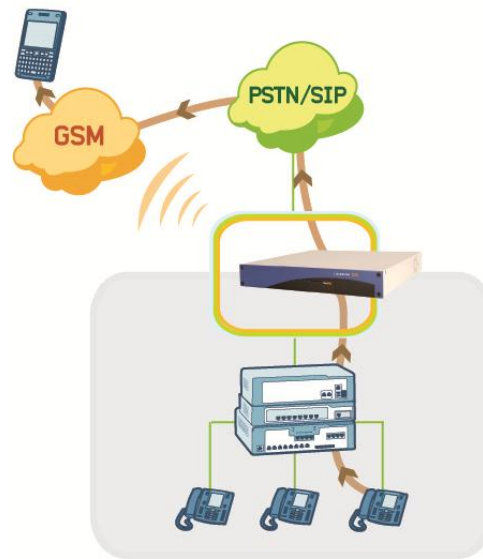
So the need for some industries to call mobile phones from their outbound contact centers have increased over the last years many fold.

To also get rid of the rather high interconnection fee, contact centers can install QuesCom appliances as GSM gateways to reduce these fees. Costs of calls to mobile phones are higher than for calls to fixed phones. The QuesCom equipment is an appliance that integrates the enterprise's SIM cards. The cost of each call placed from a fixed phone to a mobile phone is reduced.

Benefits

- Reduced phone bills by up to 50%
- Increased port capacities if connected via VoIP or behind the pbx
- Enable the IT infrastructure to send SMS based on predefine events (order confirmation, account threshold limits) or for marketing campaigns.

General architecture



A QuesCom GSM Gateway Appliance is inserted between the PBX of the Contact Center and the PSTN or SIP provider, allowing direct mobile to mobile calls reducing costs by over 50%.

2. Increasing successful calls by showing mobile numbers as CLIs



In some applications like credit collection or situations where called parties tend to not take calls on their mobiles if they see a certain (fixed line) phone number, using GSM gateways can increase contact success rates drastically by showing a mobile phone number instead (the SIM card of the GSM gateway). Why has this been a proven way to increase the contact rate? This is due to a trained human behaviour over the last decade(s) when calls from a mobile represented something important or urgent. So calls from a mobile to a mobile or fixed line mean something special or called parties think it is an old friend who changed his mobile number and gives a first call. That is why calls from mobiles are considered more valuable and the likelihood of accepting that call is higher than a call coming from a fixed number or no number.

A subsidiary of Bank of America who does large scale credit collection from credit card holders use this effect by running QuesCom GSM Gateways to show a mobile number, but then also reduce interconnection costs and very importantly also being able to still voice record every single call to fulfil legal obligations in the banking industry.



2.1. Benefits of displaying mobile CLI

- Showing mobile phone caller IDs to called parties and though increasing call connect rates
- Reducing phone costs to mobile callers
- Increasing port capacities of contact centers
- Additional revenue generated because of the successful contact rate increase.

2.2. How much additional revenue is expected?

Banks internal surveys proved that consumers were 60% more likely to answer a call first time if a mobile CLI was displayed.

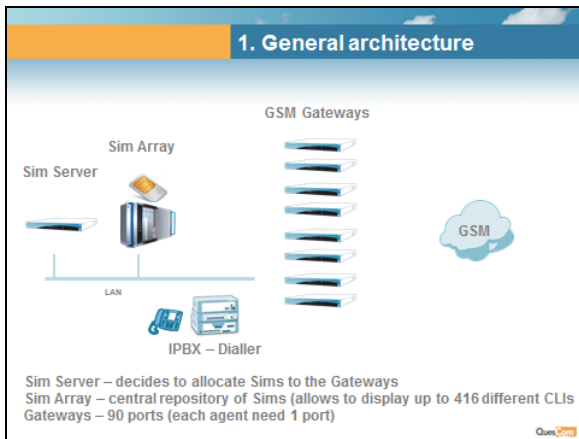
After a single quarter from implementation, 22% of additional revenue was generated by being able to talk to bad debt customers.

In case of missed calls, inbound calls will automatically be diverted to DDI of originating call team leader.

60 % more chances to talk to your customers

22 % more revenue in first quarter

3. Call Center call flow architecture



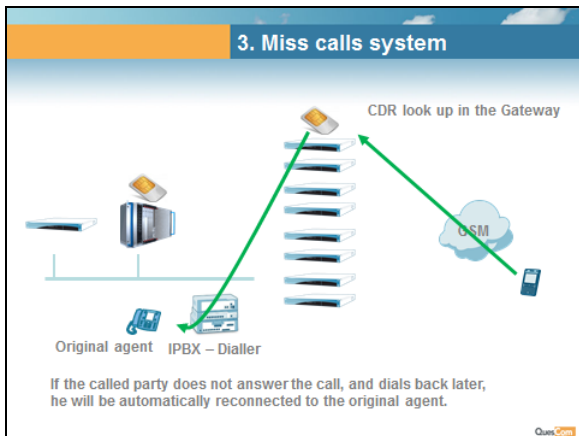
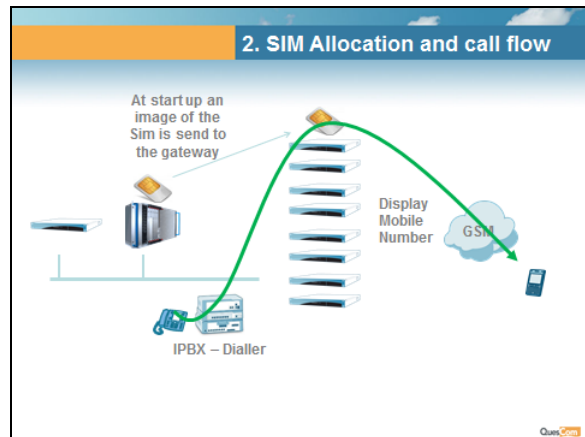
Connected to the existing call center solution in SIP the Gateways deliver direct connectivity to the GSM network.

Optional Sim Server and Sim Arrays allow to increase the number of different mobile numbers which can be displayed.

As an example you can have 90 ports (ie. 90 position or concurrent calls) and 416 Sim cards (ie. 416 different number to be displayed to your customers).

At initial set up the Sim card present in the Sim Array will be distributed to the Gateways.

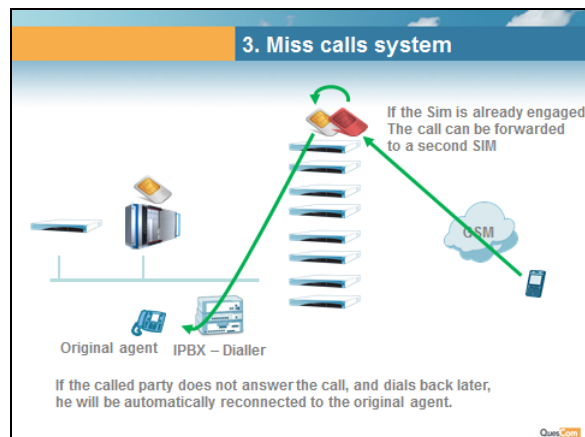
The Sim Server will automatically change the Sim cards allocated to the gateways based on predefined rules (every day, every week, minute threshold...)



When a customer has a missed call on his mobile and dial back, QuesCom gateways have all the necessary information to be able to reconnect the call to the proper agent.

That will insure to keep customer context, and not leave him in a generic switch board or interactive voice response system (IVR).

Even if the called back Sim is already engaged by another agent, QuesCom can forward the call to the next available Sim in the gateway to forward the call.



4. Integrating SMS into contact centers

SMS messages are much more powerful than voice mails for alerting consumers

QuesCom with GSM modules can be used to send and receive SMS messages from and to mobile phones. SMS messages can be directly e-mailed to a group of users for further processing.

SMSs can also be send directly from a contact center's systems.

Credit Collection Banking systems have noticed that when they are dealing with a debtor, first it is quite difficult to reach him on the phone, the usage of QuesCom GSM gateway is solving that issue by displaying mobile CLI. But when the bank is sending them an SMS alerting him with his negative balance account, the fact that he receives a written message has a much powerful impact than a simple call conversation.

Benefits

- Sending SMS to mobile phones directly from the agents' PC application
- Cost effective way to send reminder to customers
- Persistent information delivered to the mobile phones
- Receiving SMS directly in a group e-mail box or personal agent inbox
- High throughput with several SMS per minute per GSM port.

4.1. Methods to integrate SMS to the call center infrastructure

There are several ways to send and receive SMS directly form the QuesCom gateways. Either with inbuilt APIs (HTTP, or SMTP) or through third party software (SMPP):

Products/Solutions

- SMS notification and alarm server (using SMTP to SMS or HTTP to SMS)
- Mass SMS broadcasting server (using QuesCom Broadcasting SMS Manager from ATSI)
- Billing solutions (using Real Time QuesCom SMS Manager from Ozeki)

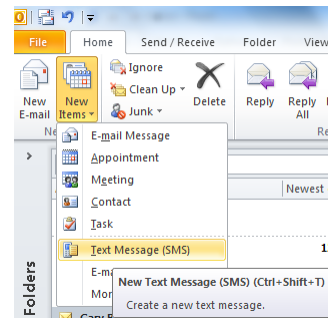
4.1.1.Example of SMTP to SMS:

MAIL FROM: MyCompany
RCPT TO: gateway@ MyCompany.com
DATA
SUBJECT: Goods delivery
CallerID = user ID

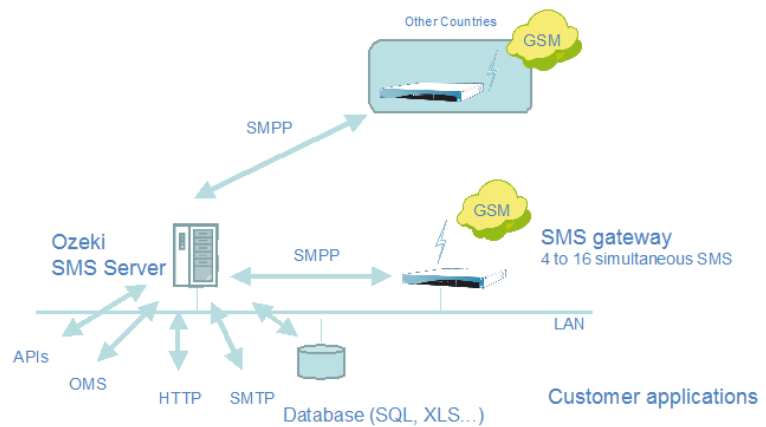
PASSWORD = password
SMS = Recipient's number
TEXT= Dear Sir, delivery of your products will be done until Thursday- the 9th of May. Best regards
QUIT

4.1.2. Example of Microsoft Outlook integration

QuesCom can integration with Microsoft Outlook, either via a specific plug in or using Microsoft OMS (Outlook Mobile Service)



4.1.3. Example of integration with existing database



4.1.4. Other of supported methods

Using T.37 addresses in any email client (ie To: mobilenumber@sms.domain.com text will be taken in the email message)

Software developers:

- JAVA sms example
- PHP SMS example
- C# SMS example
- VB.net SMS example
- ASP SMS example
- Delphi SMS example
- C++ SMS example

Corporate users:

- Send SMS from your SQL database
- Send SMS using HTTP requests
- Send SMS from E-mail
- Send SMS with a command line tool
- Send SMS using txt files

4.2. How many SMS can be send?

Gateway ports capacity required: (gateway use with maximum capacity):

Ports	SMS/min	SMS/Hours	SMS/Days	SMS/Months
4	25	1 500	12 000	288 000
8	50	3 000	24 000	576 000
12	75	4 500	36 000	864 000
16	100	6 000	48 000	1 152 000

5. Installed base

QuesCom being certified will all large PBX vendors like Aastra, Avaya, Alcatel or Cisco has been deployed all over the world to the most prestigious banks and financial institutions call centers among which:

- Credit Agricole
- GE Money Bank
- Itaù
- Bank of America
- National Bank of Abu Dhabi
- BNP Parisbas
- Monte Dei Paschi di Siena
- MISR Bank
- Barclays
- Crédit Mutuel
- AXA
- Société Générale
- 3 Banken EDV
- AMF
- National Bank of Serbia
- EFG Hermes
- Caisse d'Epargne
- Rak Bank
- ...

