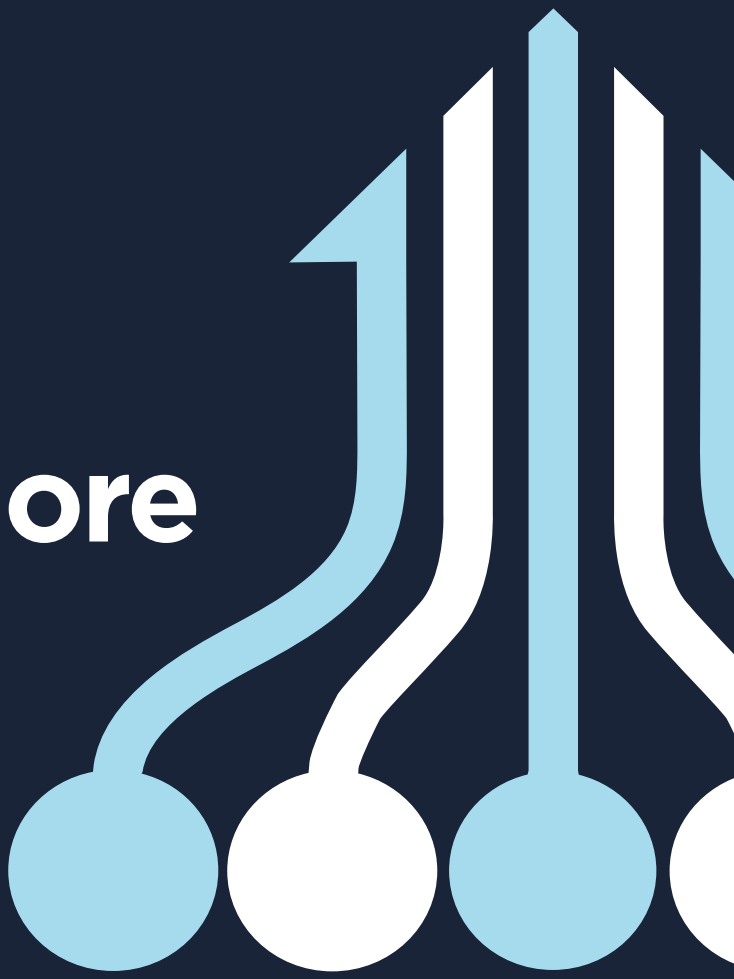
Get 300% More From Your Sales Team

Hostcomm ContactPro
Hosted Predictive Dialler



Hostcomm
Business VoIP Solutions

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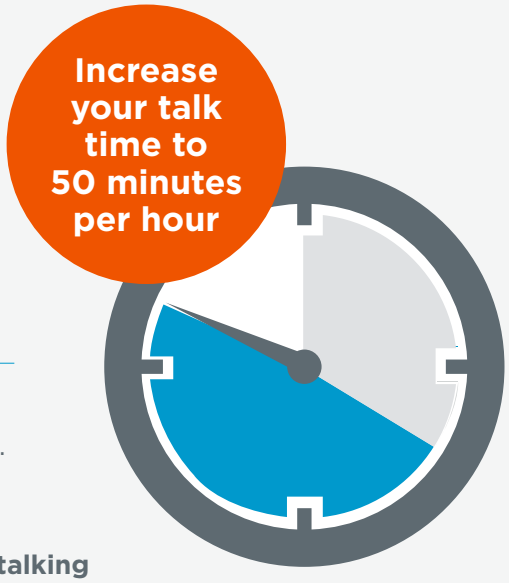
About the Author

Chris Key, CEO, Hostcomm

Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Start increasing sales today with a hosted dialler

On a pay as you go basis



Hostcomm's ContactPro is a hosted dialler that automates the time-consuming process of making large volumes of calls. It minimises the amount of time your people spend waiting between conversations.

With ContactPro, your telesales team can spend more time talking and selling – not waiting for calls to connect.

More than a dialler

Hostcomm ContactPro provides you with 3 services in 1 package. This means that you get a powerful predictive dialler, real-time reporting and agent scripting. With access to valuable analytics, ContactPro makes it easier for management to see exactly where improvements need to be made for each campaign. With fast set up, you can start to boost performance immediately.

Get started with as few as 5 seats

Why use a hosted dialler for your business?

Increase productivity by 300%

A hosted dialler gets salespeople connected to good calls faster, filters out busy lines and wrong numbers and takes away agents' admin workload. So your sales team spends less time waiting – and more time selling.

Monitor performance in real-time

Find out what's working and what can be improved. A hosted dialler gives you instant visibility over performance, campaign objectives and list penetration.

Delight customers

Automated follow-ups, call scheduling, and call dispositioning won't just save you time. By eliminating manual error, workflow automation helps you successfully deliver against customer service expectations.

Build a happier sales team

There's nothing fulfilling about wasted hours dispositioning calls or scheduling callbacks. A hosted dialler automates these dull, repetitive tasks, improving sales team morale and ability to hit targets.

Data Penetration

Maximising your return means keeping data costs low and data penetration high. A predictive dialler finds duplicates in your data and drives faster penetration rates by design. And you'll have the accurate data penetration stats to prove it.

Compliance

Conducting a telesales campaign means meeting the demands of OFCOM and PCI compliance. Running as a hosted solution on our fully audited, highly redundant and secure infrastructure, ContactPro is compliant as standard.

Scale to suit your needs

A hosted dialler and hosted telephony can instantly grow or shrink as your business demands. So you can run a small team or hundreds of agents – without paying for seats you don't need.

Scripting

With intelligent scripting, when a call is connected, your sales rep is automatically presented with the correct script, keeping every call on message while dramatically improving customer service delivery.

Even more powerful...

CRM Integration

Continue to use your familiar, legacy CRM. Many leading CRM systems including Salesforce, Microsoft Dynamics, Bright Office and Zoho CRM integrate easily with the Hostcomm ContactPro predictive dialer.

Workflow Automation

Automate tasks from dialling to recording calls and sending follow-up material. Keep service quality high, eliminate manual errors all while keeping your costs low and your agents on calls, working from the interface they know – your CRM.

Examples of workflow automation

- **Automate the process of calling contacts from the CRM interface.**
- **Automatically send documents to clients such as a quote or order confirmations.**
- **Load a lead directly into the dialler from a web site form for instant call back.**
- **Build a sales order using a web-based agent script which is then executed instantly.**
- **Automatic call recording.**
- **Synchronize hosted dialler database with CRM database.**
- **Control dialler functions** (eg dial, end call, disposition) **from CRM interface using API.**
- **Update CRM records based on dialler updates.**
- **Add custom buttons on the CRM interface to control the dialler.**
- **Send SMS messages from CRM triggered by hosted dialler entries.**
- **Trigger workflow automation based on dialler disposition**
  (eg send quote and follow up in 3 days).
- **SMS a lead to a sales rep including all contact information in one mouse click.**
- **Screen pop the CRM client record on call connect.**
- **Automatically load a call list from the CRM database for daily calling from the dialler.**
- **Click to dial from within the CRM interface through the dialler.**

Who benefits from a hosted dialler?

Sales Manager

With less agent downtime and real-time monitoring, sales managers can improve their insight, monitor performance, and deliver better campaign results.

MD

Managing Directors can confidently implement an Ofcom compliant hosted dialler without a complex implementation or big capital expenditure – just a simple monthly fee.

Salespeople

Spending less time on repetitive manual tasks and more time on what they do best, salespeople can feel valued, stimulated, and productive.

Your Customers

Automated callbacks, accurate dispositioning, and integration with customer relationship management systems (CRMs) including Zoho CRM, Bright office, Microsoft Dynamics and Salesforce help you give customers the service they deserve.

ContactPro System Features

System Features
Fully hosted service
Quick & easy set up
Unlimited campaigns, lists, lines, agents
Works with SIP, PRI, T1 or Analog lines
Scalable to 3000 simultaneous calls.
Inbound, Outbound and Blended call handling
100% Ofcom compliant
PCI compliant payment processing
Workflow automation using CRM workflow engine
Customisable wall board display from any web browser
Easy list upload via web list loader or SQL method
Outbound broadcast and predictive dialer modes
IVR,queueing, ACD, skills routing.
Web agent interface for predictive dialler admin and agent access
Configurable database field labels
Insert leads from web forms
Customizable SQL column headers
Pre-loaded disposition code system
Call barge and listening
Automated SQL back up process
Web based data export utilities
Auto CLI presentation based on postcode
Email delivered to free agents like a call
Outbound Email from agent interface
Call recording with storage for a minimum of 6 months
Display a static or active script to the agents on call connect
Real time reporting

Agent Services
Audible alarm for new queued call
Manual click to dial mode with data previewing
View inbound call queue from agent interface
Custom SIP web phone built into agent interface
Click to take a queued call
Send SMS from agent web interface

Agent Services (cont.)
Scheduled call backs
Intelligent queues, repeatable menus for holders, auto call back
Three-way calling
Integration with CRM applications
Tried and tested with Zoho, Salesforce, Brightoffice, Sugar, VTiger & more
API using http, XML or custom
Automate SMS / Email send based on DISPO code
Automate callbacks from CRM workflow
Screen pop client record
Synchronise data between CRM and hosted dialler
Web form lead insertion into dialler
Control dialler functions with CRM API
Click to dial from CRM interface
Push leads to CRM keeping raw data on dialler
Auto lead loading via ftp or mySQL
Embed CRM interface into agent desktop screen

PBX features included for Managers
Listen to active calls
Direct inbound and outbound dialling (bypasses dialer)
Voicemail with email notification
Hunt groups (eg ring all)
IVR / auto attendant
Conferencing
Hold, transfer, park
3 digit dialing to colleagues
Call recording, monitoring
Free calls to colleagues
Real time call reporting
Security
High spec dedicated server with 100Mbps Internet
Inbuilt firewall for IP address filtering
IPSEC VPN support for remote agents for secure logging on

Database Specifications

On site requirements
SIP phone or DDI number for agent log in
Web browsers Chrome, Firefox or IE
100Kbps of bandwidth for each agent
Firewall capable of handling VoIP and optional VPN
Category 5-6 cabling network
Broadband or leased line internet connection

Database
Dedicated mysql server with RAID
Clustering and mirroring options
PCI compliant infrastructure
IP address access filtering with dedicated firewall
API, web and ssh access
Minimum 500Gb storage
Auto copy of new rows via API to other apps

On-premise vs Hosted?

Cloud services are becoming an integral part of many companies' business and technology strategies. It's no longer the case of IF you move to the cloud, but WHEN you make the move.

Here 6 major differences that lead organisations to choose hosted technology over on-premise solutions:

On-premise	Hosted
High dialler costs On-premise predictive diallers are expensive. A 20-seat, blended dialler with call recording, for example, can cost around £30,000. Add to that the additional costs of annual license renewals, maintenance contracts and ISDN line rentals. As a result, return on investment (ROI) is slow.	**Low dialler costs** Our hosted dialler has a fixed monthly cost starting from £79 for 3 seats. A 20 seat ContactPro dialler would cost £350 per month. When compared with a premises-based dialler at £30K, the ROI for ContactPro is virtually instant, with increased productivity outweighing the cost of the monthly fee.
High server costs Server hardware is expensive. Add in licensing costs. Plus, costs for housing this equipment in a secure, temperature controlled environment. Plus, staff are required to maintain everything. Factor in a Network Security or Network Engineer at £90K plus a Systems Administrator at £40K per year.	**Negligible server Costs** Our hosted dialler uses a broadband internet connection for outbound communications. In the unlikely event of a failure, agents can continue work from home or an alternative office. They can use available landlines or mobile phones to continue calling. Inbound calls can be re-routed to a landline circuit or mobile phone.
Power supply with low fault tolerance It's unlikely that a typical on-premise dialler can provide high fault tolerance in its power supply. Plus, energy costs are high and a challenge to reduce without best practice operational procedures.	**Resilient, cost effective power supplies** Power supplies in our data centre have diverse routing with automated generator backup, ensuring high resilience. Energy consumption costs are managed through best practice and increased buying power for smart energy purchases.
High cost performance scalability As teams of agents grow, problems can occur with dialler loading, which leads to diallers needing to be replaced and re-installed. Users have to bear the full cost of replacement and installation.	**Low cost performance scalability** For customers of our hosted diallers, the replacement of diallers is free or included in a low service fee.
High cost outbound lines For on-premise solutions, outbound lines need to connect directly to the premise. A 20-seat team needs up to 100 lines to allow for 4:1 ratio dialling and administrative calls. 100 ISDN lines will cost around £1,200 to £1,500 per month.	**Low cost outbound lines** Available bandwidth is the only restriction for a hosted dialler. Bandwith reach of 100Mbps is equal to up to 3000 lines. The cost for line rental is negligible, and included in the monthly service fee.
High cost upgrades and maintenance On-premise diallers normally require a site visit for server upgrades and maintenance at a cost to the business. Consequently, they're often not as up to date.	**No upgrade and maintenance cost** A hosted dialler is a managed service, so upgrades and maintenance are included in the cost of our service. We are responsible for the server's availability and maintain it regularly.

Why choose Hostcomm?

Experience

Founded in 2004, Hostcomm knows what it takes to deliver world-class VoIP and hosted dialler services with a traffic profile that's attractive to carriers. So you can confidently reduce costs by using VoIP – without increasing your risk of a short-notice suspension.

Infrastructure

Hostcomm's privately owned and locally managed infrastructure crosses six global data centres, with data crossing five Tier-1 carriers. So your VoIP and hosted dialler is reliable, crystal clear, and always available.

Quality

Hostcomm uses its experience to react to the things businesses really need from their telecoms. Every product is developed to the highest standards, creating feature-rich services that deliver tangible value.

Support

When you need help, you can depend on friendly, practical advice from Hostcomm. Global support services help businesses resolve issues, improve performance, and get more from their telecoms. The team can even help with custom solutions by application.

Our Services

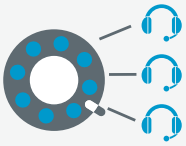
Any of our services can be set up independently, to work with solutions that you may already have in place. Pick and choose the capabilities you would like to have. Or choose all services from Hostcomm and benefit from having one supplier, providing superior support, for all of your needs.

VoIP SIP Trunks

Gain more lines without high IDSN line costs. We'll set up lines using a SIP trunk, integrating with your existing PBX. We have experience with all major service providers including Avaya, Mitel, and Cisco.

Hosted Telephony

Create eciencies in yourbusiness and cut costs using our hosted VoIP service. Gain Enterprise features including an auto attendant, voicemail, call management, conference calls, hunt groups, call monitoring and call reporting.



Predictive Dialler

Increase sales with a predictive dialler. It automates the time-consuming task of making calls and minimises time between conversations. Your team can spend more time talking, not dialling and waiting for calls to connect.

CRM integration

Don't let legacy systems or budget restrictions hinder performance. We'll integrate your CRM with our predictive dialler introducing business process automation.

Intelligent Scripting

Keep every call on message while dramatically improving customer service and reducing data collection errors.

Our VoIP infrastructure offers the highest standard in resilience, security and HD voice quality.

Experience VoIP Hosted Telephony

Start a free trial now:

www.hostcomm.co.uk

Talk to us... we are here to help

If you have any questions or require further information, please get in touch:

0808 168 4400 / 0203 372 8420

sales@hostcomm.co.uk

www.hostcomm.co.uk

linkedin.com/company/hostcomm-ltd

twitter.com/Hostcomm

Google+

The Old Convent • 8 Broad Street • Ottery St Mary • Devon EX11 1BZ

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Registered Office: The Old Convent. Ottery St Mary, Devon, EX11 1BZ • VAT registered GB837980773

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