Contact Centre and CRM Proposal

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1. Executive Summary

Delaphone (GH) is a VoIP technology and data analysis developer, providing bespoke and innovative suite of products and services in telecommunications and digital marketing.

With a network that is integrated with all mobile network operators, we are able to deliver prestige and innovative telephony services and tools for public and private sector organisations.

Our solutions provide tools that enhance your organisation's ability to analyse your customer interactions, enabling you to make informed decisions. Our solutions are scalable and we provide valued support at every stage of your organisation's growth. With our dedicated technical support services we ensure an excellent customer experience.

Delaphone (GH) Limited is a proud provider of telephony services for the following companies:

2. Introduction

Delaphone (GH) is offering a customized Contact Centre and Customer Relationship Management system that will assist in delivering on your contact centre objectives.

3. Delaphone's Solution

The Delaphone Contact Centre and CRM solution will allow you to manage and improve business relationships with customers, assist customer retention strategies and drive sales growth. It will also facilitate the compilation of information on customers across different channels or points of contact between the customer and the company which includes the company's website, telephone, live chat, direct mail, skype and social media.

3.1 Key Features of the Contact Centre Solution to be delivered:

3.1.1 Auto Dialer

Auto Dialer automates outbound calling procedure while managing multiple campaigns and leads. It detects answering machines, SIT and busy tones; so that only live connected calls are forwarded to the customer service agents.

3.1.2 Call Recording

Automatically records and stores inbound and outbound calls. The supervisor can play them later to review agents' performance during calls to ensure they are compliant with your company's quality standards.

3.1.3 Call Queues Options

Keep your customers engaged with custom music and wait time notifications whenever they are in call queues. Your customers can also request a callback at a convenient time or record a voicemail message.

3.1.4 Call Disposition

Configure call disposition options so that the context of every call is retained and is made available to all the stakeholders. This will ensure your internal teams are accurately aware of the latest interactions with the customers.

3.1.5 Configurable Working Hours

Configure business hours for your organization so that any call outside the working hours can be appropriately routed using the call routing features to provide a seamless experience.

3.1.6 Automatic Call Distributor (ACD)

ACD directs inbound calls to the best available agent based on configured business rules and algorithms. This seamlessly routes queued callers to available agents improving customer experience by minimizing hold time.

3.1.7 Interactive Voice Response System (IVRS)

IVR system enables customers with the option of either managing their interactions with or without the assistance of an agent. This helps the organization in automating routine queries that can be expedited with an IVR system reducing cost per call.

3.1.8 Preferred agent/Skill based Routing

Preferred Agent Router direct customer calls to preferable agents based on various parameters; data-based, where call from customers in his lead list will be routed to him if he is available, and/or skill-based, where the call is routed to agents of preferable skill sets.

3.1.9 Real-Time Monitoring

Real-time Assessment Tools allow call center managers and supervisors to monitor real-time conversations between customer and agent. With tools like Call Barging, Whisper Coaching and Call Conference, the supervisor is enabled to take real-time decisions.

3.1.10 Supervisor Dashboard

Assess the performance of your team with Agent Metrics such as Schedule Adherence, Average Handle Time, First Call Resolution rate, etc.

3.2 Key Features of the CRM Solution to be delivered:

3.2.1 Account Management

This feature tracks all the details of an account including related opportunities, cases, contacts, and invoices sent. The best thing is it takes accounts from external sources, like Excel, Word and other applications. For future reference, it attaches customer-specific documents to accounts.

3.2.2 Role Definition and Management

It defines team roles according to organizational structure and controls the access to modules as per employee's role. For better auditing, it archives the login history of each user.

3.2.3 Inventory

The CRM provides Products, Price Books, Vendors, Quotes, Purchase Orders, Sales Orders, and Invoices specifically useful for integrating your organization's sales, inventory, and accounting processes and enhances the sales effectiveness. You can also use other related features, such as Activity Management (including Calendaring), Account & Contact Management, Opportunity Management, File Attachments, and others.

3.2.4 Customer Support

Customer support provides Ticket Management, Knowledge Base, E-mail Notifications specifically useful for your organization's customer support team. You can also use other customer support-related modules, such as Activity Management (including Calendaring), Contact Management, Product Management, File Attachments, and others.

3.2.5 Customer Self Service Portal

The Customer Portal add-on extends the power of the CRM to your corporate Web site and streamline customer support & service processes. Using the Customer Portal you can integrate your corporate Web site with your overall CRM strategy. With the Customer Portal you can provide round-the-clock self-service capability to your customers so they can get solutions as quickly as possible and reduce the expenditure on your customer service centres.

3.2.6 Task Management and Reporting

The CRM provides a reporting engine built to fulfil the needs of all businesses in their quest to obtain insights from their business activities. With the use of this tool you can analyse the data stored in the CRM's database using a report builder which is capable of creating detailed, summary, pivot and chart reports. All the charts and reports can be placed on the dashboard for quick & easy access.

3.3 Mobile Notification Services (Bulk Voice/SMS Messaging)

3.3.1   Phone Polling, Surveys and Voting

Call large numbers of people and present IVR options for either polling their opinions, interactive surveys, or taking their vote and record the results.

3.3.2   Debt Control

Customers can be automatically reminded at intervals that they owe money, and an IVR menu presented to talk to the finance department or passed to a credit card capture IVR to pay over the phone.

3.3.3   Subscription Reminders and Renewals

Where a company sells an annual subscription for a product or service, The platform can be configured to dial the customer, remind them that the subscription is due.

3.4 Third Party Payment System Integration

This additional feature is available on request. Delaphone's integration with third party systems facilitates easier and more convenient to initiate payments directly with the customer through the call centre. For example, we recently integrated with Interpay to allow a client to associate transaction details as part of their customer's data held within the CRM. We can offer this service to all of our clients that wish to integrate with Interpay and other third party systems using our API.

4. Project Management

Our solutions are never one size fits all.

Delaphone (GH) provides quality research and appraisal based solutions to solve an organisation's needs. Our project management services, systems integration and solution deployment are carefully planned and scheduled to ensure timely delivery. Delaphone (GH) will undertake a final Contact Centre system requirements gathering session with your management team to ensure all functionality of the system has been clearly defined and confirmed before solutions are rolled out. A detailed work schedule on the scope of work to be carried out will be outlined.

5. Delivery/Setup

Setup of the Delaphone (GH) CRM and Contact Centre solution will be completed within the time frames scheduled in our services agreement.

6. Support & Maintenance

Delaphone (GH) offers support and maintenance that includes general maintenance, customizations, consulting, upgrades and monitoring of Contact Centre software and CRM applications to ensure the smooth operation of the Contact Centre.

7. Conclusion

Delaphone (GH) is confident that with its proven track record over the past 10 years of providing quality services, the proposed solution will ensure the excellent delivery of the services you require.