

Contactual Helps Call Centers 24x7 Exceed Business Goals

Executive Summary

Company: Call Centers 24x7® (www.callcenters24x7.com)

Business: Call Centers 24x7® supplies professional offices and small businesses with support services, including e-commerce support, warehousing and fulfillment, mailing services, and answering services. Their distributed rural workforce model enables them to provision these domestic-outsourced business support services within the United States at prices competitive with offshore and blended offerings. These domestic-provisioned services are also known as onshore call center services, or onshore outsourcing.

Challenges:

- Difficulty managing and expanding a “virtual” organization made up of rural agents.
- Inefficient and inaccurate routing of calls in a distributed organization.
- Lack of a secure and reliable contact center environment.
- Inability to expand customer base.

Solution: **Contactual OnDemand Contact Center** for call routing, email routing, web chat routing, monitoring, and reporting.

Benefits:

- Scalability and reliability – Achieved a 60% expansion in staff to date.
- Increased accountability – Accurate and reliable call distribution, monitoring, and performance reporting of distributed organization.
- Increased security - Secure Web Interface with encryption.
- Improved Top and Bottom line - Expanded customer base by 400%.

“Contactual’s solution had us up and running in just minutes. It was intuitive enough for my agents to quickly learn how to use the application without extensive training and, most importantly, the features actually worked.”

Based in Port Angeles, WA, Call Centers 24x7® offers contact center services for companies across the US. Call Centers 24x7® employs a “distributed rural workforce model” using many small call centers in rural areas of the United States, supplemented by people working from home. With this unique structure, Call Centers 24x7® requires an easy-to-deploy and easy-to-use on-demand contact center solution.

There are many factors that need to be in place to allow a business to not only survive, but to expand and thrive. Since Call Centers 24x7’s business is directly tied to its ability to accurately and efficiently handle calls, it is vital that they implement a reliable contact center solution.

For more information about Contactual and its products, please visit www.contactual.com, or call 1-877-725-2621, or email us at info@contactual.com.

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Call Centers 24x7[®] now relies on **Contactual OnDemand Contact Center** for accurate call, email, and web chat routing, as well as monitoring and reporting.

According to Call Centers 24x7[®] CEO Shane Miller, "Our business model calls for a distributed, rural workforce. With Contactual, my people only need a phone and browser, and they can be up-and-running with a few simple clicks. That's it. No trips to datacenters, no servers to configure. It's easier than any other on-premise or on-demand solution. Best of all, it actually works."

Truth in Advertising

On paper, many on-demand contact center solutions appear to offer similar features. Call Centers 24x7[®] had previously used two other on-demand contact center solutions. While their features seemed to match up, they simply fell short in practice. Merely weeks after deploying these solutions, Call Centers 24x7[®] began to suffer from a series of issues that kept the company from meeting its business goals.



With its previous providers, Call Centers 24x7[®] was experiencing problems with one of the most fundamental call center requirements - call routing. When calls are misrouted, callers get lost in the system, and customers begin to question reliability.

"We were not only getting misrouted calls from our provider's other subscribers, we were losing our calls. Also, the solutions we were using at that time did not offer sufficient tracking and reporting mechanisms."

Another "feature" experienced by Call Centers 24x7[®] and its callers was the bleeding of conversations across phone lines. As an agent worked with one customer, another call, sometimes from another one of the provider's subscribers, could be heard. This caused both Call Centers 24x7[®] and its clients to question the security of the contact center solutions being used.

Miller quickly became disillusioned with his contact center providers. He began looking for a solution that could actually provide the features and reliability he needed to expand his business.

"The only regret I now have, in relation to our contact center provider, is that I didn't choose Contactual sooner. I can only imagine where my business would be today if we had adopted their services early on."

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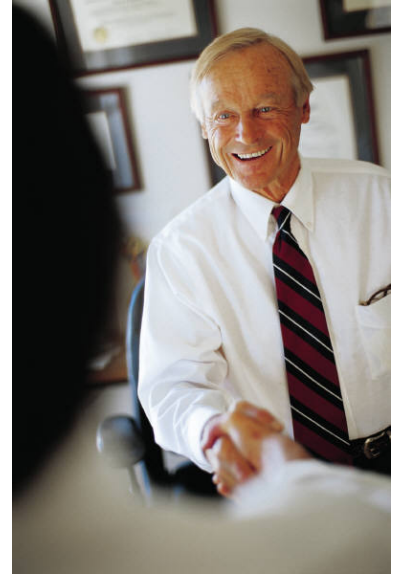
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Once Bitten Twice Shy

At first, given the experiences he had in implementing contact center solutions that did not live up to expectations, Miller was reluctant to place much trust in his new Contactual service. It took a leap of faith for Miller to discover that Contactual was the solution he was looking for.

Miller soon found out that all on-demand solutions are not the same. With Contactual's simple deployment, reliability, and ease of use, he was able to build the confidence needed to go ahead full force with his business plans.

"After going through two other providers in two years, I was really hesitant to be confident that all the features Contactual offered would actually work. The setbacks we experienced with our other providers left us all a bit gun shy. I just couldn't afford to risk going through that again. Contactual's solution had us up and running in just minutes. It was intuitive enough for my agents to quickly learn how to use the application without extensive training and, most importantly, the features actually worked. With Contactual, it wasn't just hype."



Accurate Call Routing Leads to New Opportunities

Being able to provide contracted call center services to health care providers would be unthinkable without a reliable contact center solution. Complying with the extensive privacy guidelines mandated by HIPAA (Health Insurance Portability and Accountability Act) means having safe and secure connections that do not get misrouted.

After successfully winning Miller's confidence, Contactual allowed Call Centers 24x7[®] to expand into the lucrative healthcare field.

"By leveraging Contactual with our rural-based workforce, we can now safely and securely expand and offer high quality and affordable HIPAA-compliant contact center services to both small and large providers in the medical community. We just could not confidently do that with our previous contact center solutions."

"Our customers want to know that they can place their trust in us to effectively manage their call center activity. With Contactual, we can finally provide the services we always envisioned."

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Setting New Horizons

With its contact center needs under control, Call Centers 24x7[®] is now poised for rapid growth. In the first year of using Contactual, Call Centers 24x7[®] has increased its staff by 60% and customer base by 400%. Miller projects that his company will expand its staff dramatically over the next three years, establishing 15 to 20 call centers in rural communities across the country.



“We are excited to now have the confidence to deploy marketing campaigns and to attract new customers.”

“The only regret I now have, in relation to our contact center provider, is that I didn’t choose Contactual sooner. I can only imagine where my business would be today if we had adopted their services early on and had not wasted so much time dealing with solutions that simply did not work.”

No longer having to worry about the reliability of their contact center, Call Centers 24x7[®] can focus on other aspects of their business, including venturing into new markets.

“We are excited to now have the confidence to deploy marketing campaigns and to attract new customers. Our customers want to know that they can place their trust in us to effectively manage their call center activity. With Contactual, we can finally provide the services we always envisioned.”

About Contactual

Contactual pioneered the use of hosted contact centers that dramatically reduce the costs of outfitting customer service, help desk, technical support and inside sales operations by eliminating the need for premise-based infrastructure.

The Contactual OnDemand Contact Center eliminates all upfront hardware and software costs; enables organizations to operate virtual contact centers with agents working from home and/or multiple sites; and unifies customer communications from phone, VoIP, voicemail, email and Web channels into one routing, queuing, tracking and reporting system for maximum efficiency.

Contactual has earned the Frost & Sullivan 2005 Global Excellence in Technology Award, TMC Labs' Customer Interaction Magazine 2005 Innovation Award, and a berth in the 2006 Red Herring 100 North America list of the top 100 privately held technology firms. For more information, visit www.contactual.com.

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