

# Customer Contact Solutions

## Keep in touch



*Each of us likes to be treated as an individual. That's why your contact centre is so much more than just a number where people place orders or ask for help. It's an opportunity to get close to your customers, find out how they feel about your brand and make your relationship stronger by giving them the sort of service they really want.*

Making your contact centre genuinely effective in this way has become more and more difficult over the years. Inbound customer communications have grown more complex. Resources must be managed intelligently to do more with less. And the quantity of traffic can sometimes overwhelm quality of service.

We've watched how things have developed and put together a Customer Contact Solutions (CCS) concept that can really help your business.

It's flexible. It's network based. And it gives you all the state-of-the-art technology you need to deliver innovative customer service for the 21st century. Take a look at our full range of non-geographic numbers for example. From booking holiday or home insurance, to providing automated information lines and local response routes for national advertising campaigns, we have applications for just about everything.

### *Good call*

Virgin Media Business' CCS starts by thinking about what you need to keep control of your inbound customer communications.

For a start, you need flexibility. If you're flexible, you can react rapidly to changing call volumes. You can prepare for increased call traffic. And you can plan for changes in agent availability, switch to longer hours of service or add new announcements. You can also put a more effective business continuity plan in place, ready and waiting for the day when floods, snow or any other challenge mean that you need to switch sites or bring other resources online with minimal impact.

And business continuity isn't the only scenario you can plan for, either. CCS' reporting tools give you the insight you need to match staffing resources to business needs – at different times of the day, different phases of the sales cycle and different times of the year.

Costs become more easily controlled with spend on both equipment and overheads significantly reduced. You don't need to lay out for infrastructure or replace existing systems. And you know where you stand with a flat monthly rental cost.

CCS can help with all of that because it's network based and makes it easy for you to bring lots of different sites and resources together – including home workers – as and when you need them.



That gives you a number of competitive edges:

- You have direct control of the way your centre works. You can easily and quickly add call announcements, menus and features or route calls in-house – all without downtime.
- You can keep costs down by paying a flat rate for a service that's built on your individual needs.
- You can prioritise specific customer groups using caller profiling.
- You can develop real insights on how to reinforce your customer relationships by using the management information available.

Our solutions and call handling packages can put every contact centre back in touch with what customers really need.

### *A big national presence – for companies of every size*

Non-geographic numbers are central to CCS. The great thing about them is that they have nothing to do with your physical location. So even the smallest companies suddenly have a level playing field with the biggest corporations, because they gain a national presence and a corresponding corporate image.

You can choose whether you make the numbers free for the caller or a chargeable 'extra' for optional services, mixing and matching to suit your priorities at the time.

Looking to boost response rates to your latest direct mail campaign? A free call is proven to encourage customers to get in touch. Want to add new revenue streams? National and premium rate numbers can be used for a service helpline.

## Call handling packages: Your call

We want to give you all the help we can in making your contact centre a positive force for building closer and longer-lasting customer relationships. Tell us what you need and we'll work with you to find the best fit. The packages featured here give you an idea of the breadth of choice available:

### 1. Entry level

Straight number translation of non-geographic numbers is the basic option. You can flavour it with basic routing and also have the choice of activating pre-defined alternatives for your business continuity plans.

### 2. Standard

Our standard Customer Call Manager package includes:

- Online control and statistics
- Advanced call routing
- Network-based IVR
- Network queuing
- Skills-based routing
- Interactive web interface so it's easy to use.

### 3. Bespoke

If you've something more unique in mind, talk to us and we can create a call handling solution just for you with elements that may include:

- Self-service/database integration
- Speech recognition
- Complex call routing plans
- Bespoke reporting.

## Wide range of flexible, intelligent numbers to suit all business needs

### Inbound Numbers

Number	Cost to call*	Revenue share	Advantages
03	c3.9 ppm	X	Included in mobile and fixed line talk plans/call packages and aimed primarily at public sector organisations
0800	Free	X	Calls are free to callers, acting as a great way to incentivise customers to respond to sales and marketing campaigns
0844/3	1 to 5 ppm	✓	Caller revenues subsidise the cost of the service, and in some cases pay you monthly revenue share
0845	c3.9 ppm	X	The cost of the call is split between you and the caller. High consumer awareness of this number range
0870	c7.9 ppm	X	Cost to 0870 calls are moving in line with Geographic rate calls
0871/2/3	5 to 10 ppm	✓	Caller revenues provide a healthy monthly revenue share payment for your business
09	Up to £1.50	✓	Premium rate. These numbers generate a business-sustaining revenue stream

\*ppm = pence per minute. Prices are indicative only, and vary between Service Providers. Some numbers are included in talk plans, which means cost to call may be zero.



For more information about how our Customer Contact Solutions can help your business stay in contact, call 0800 052 0845 or visit [www.virginmediabusiness.co.uk](http://www.virginmediabusiness.co.uk)



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