

Sales Information

KEY FEATURES

- Rapid, more accurate dialling using “click and dial” in other applications and using personal phone books and action screens is guaranteed to save valuable time
- Full control of calls from the computer desktop delivers simple access to advanced telephone features and a real time view of individual call statistics.
- Customisable action screens give rapid access to frequently used functions, to individual directories and can deliver real time views of extension status
- Screen pops, linked to individual or company databases, show who is calling before the call is answered. These can be linked seamlessly to corresponding customer records in a range of popular databases with the option of custom scripts for others.

TARGET MARKET

Being able to control calls from the desktop with the added convenience of customised action screens and features like click and dial will appeal to organisations of all types and sizes, as will screen pops which link seamlessly to the different database applications they use, saving valuable time in call handling.

Real time views of extension activity offer significant opportunities for faster, more professional call handling.

It is ideal for busy offices where frequent call transfers and quick access to colleagues in other departments are called for. It significantly increases the overall value of the telephone system to the end user.

CUSTOMER NEEDS

- Busy people need more time to focus on the important parts of their jobs that make them more productive. Most want to reduce the amount of time they spend on peripheral activities like call handling and locating contact numbers or other essential information, so they have more time to focus on their priorities.
- The image and success of any customer-facing organisation depends on meeting and exceeding customer expectations of service. Part of this is the speed and efficiency with which calls are handled – not to mention the value of a qualified personal greeting. Statistics show that on average it takes around **20 seconds*** to locate customer details when responding to a call. * Source – DTI
- Although technology can improve business performance it can be rejected if it is difficult for staff to understand or to use. To be effective solutions need to be simple and have genuine user appeal.

PRODUCT SOLUTIONS

- **Full desktop call control:** Users can launch telephone functions direct from the desktop with just a click of the mouse. More complex telephone functions are simplified, meaning the organisation derives maximum value from new telephone equipment and may save on the specification of some handsets.
- **Click and dial from other applications:** Simply click on a number to dial, for example from a web browser or a list of calls. This saves time and improves dialling accuracy.
- **Customised action screens:** Speed all kinds of call handling activity by using action screens to compile personal phonebooks, get direct access to frequently used documents, web pages or applications or even to compile a mini-switch board with a real time view of the status of other extensions that are contacted frequently. Again, small savings in time gained on these peripheral activities soon add-up and can be positively channelled into more productive work.

K|S|S CALL CONTROL

- **Screen pop advantage:** Knowing who is calling before you take the call gives valuable extra seconds to prepare to greet the caller properly. By matching the caller's number to information held in related databases, KSS Call Control accompanies the inbound call with a screen pop listing details of the caller.
- **Data base integration:** Screen pops can also provide a short cut to that same caller's customer record if this is held in any of the proprietary CRM or accounting data bases supported by KSS Call Control. For example, Sage Line50, which makes it ideal for a busy accounts department where access to customer records is frequently required to handle a call effectively.

POTENTIAL OBJECTIONS

- **Hard to justify the price:** All the information people need is there already so why pay more for them to access it? Understandable, but the seconds saved every day by simple features like Click and Dial soon add up. Multiply this by the cost in time saved by fewer misdials, plus the speed and convenience offered by Action Screens and those seconds turn into minutes & hours that can be channelled more productively. Typically, the return on investment in KSS Call Control can be measured in weeks but the benefits are permanent.
- **We would need to spend too long setting it up:** A centralised database makes configuration quick and easy and any changes can be applied to all users simultaneously at the click of a button.

- **We have our own specially written CRM system:** Normally it's possible to arrange for a custom script that will link to the customer's own databases offering exactly the same functionality for screen pops and integration.

SALES VALUE

- **Adds customer value to sales propositions:** The application has a positive impact on new system sales, because it compliments the sale and enables the customer to get more overall value. This has the potential to increase overall margins.
- **Feature rich:** KSS Call Control includes powerful features like Action Screens which make it easy to demonstrate added value. These are simple to present and very persuasive.
- **Proven application:** KSS Call Control is a proven application which means once installed and correctly configured, it requires minimal on-going support. What's more the application is designed to run in conjunction with the other elements of the KSS Call Management suite, offering an even wider sales window.

KSS Call Control requires third party TAPI driver support from the telephone system Line 50® is duly acknowledged as a registered mark of Sage UK Ltd.

