



## CASE STUDY

# Retail's Seasonal Peaks We can help you deliver

Communications channels. Bringing them together through Unified Communications (UC) does great things for your customers, and your business. We deliver UC for the 21st Century Contact Centre, transforming the way Contact Centres operate, with a UC platform that delivers intelligent and flexible communications across your organisation.

- **Improve Customer Satisfaction – Provide timely communication of information and status updates through email, SMS text or telephone based on the customer's preferences**
- **Lower the Cost of Service – Reduce inbound traffic by anticipating caller inquiries and allowing customers to take action. Lower outbound agent costs by automating simple interactions through lower cost email, IVR, or SMS text**
- **Reduce OPEX and CAPEX Costs – Automated outbound campaigns allow you to deploy mission critical automated outbound services that leverage and compliment your existing inbound self-service applications**
- **Generate Revenue - Create and execute customised cross-sell and or up-sell campaigns**

# Call peaks. Almost anything can cause them. In the Retail Sector, most likely this is for seasonal reasons. Summer, Christmas, and everything in between.



IPI ensures that our Retail clients never miss any form of contact from valued customers, no matter when they occur. SLAs are always met, the number of agents needed at any given time is optimised, and call charges are reduced.

## Call numbers automatically

We can help contact centre agents screen for busy signals, voicemail, no-answers, answering machines and disconnected numbers by calling numbers automatically, in a sequence.

You can build outbound campaigns leveraging existing inbound self-service applications to expedite time to market of new services. Contact lists can be built using virtually any data source and new contacts can be added to existing campaigns without interrupting campaign execution.

Employ human voice and answering machine detection to leave personalised messages (E.g. "Sorry we missed you...") when a non-"live" contact is detected. You can utilise pre-recorded prompts or the latest speech technologies to design highly effective, automated customer communications.

## Outbound campaigns made simple

IPI can help simply the creation, execution, and management of outbound campaigns and notifications while helping you reduce costs, increase revenues, and improve customer satisfaction. We can help you:

- Reach out and interact with customers that have either high levels of buying patterns, or critical service or support needs
- Quickly take action on your customers anticipated needs while reducing inbound call traffic
- Improve customer awareness of new services and offers and proactively promote goods and services

Our Unified Communications solutions lead to faster and improved customer service and a seamless, satisfying customer experience. Let IPI create a unified platform that supports both agent-based and customer self-service requirements with a powerful mix of technology and capabilities, enabling seamless customer service. Our solutions enable the seamless integration of mobile and fixed line telephony, meaning your teams have smooth, secure and effective communications, with customers via a unified platform.

## Allow interactions across multiple channels

We can help you design interactive voice, email, and text messaging campaigns that allow interactions to take place across multiple channels, such as providing information through one channel while allowing response through another.

## Contact Centre Integration

You can design automated outbound campaigns to complement and extend beyond your existing inbound contact centre and outbound agent campaigns. Provide customers the ability to request transfer to an agent with screen-pop to expedite their agent-based interaction.

## Unified Application Management

Leverage a leading Voice Portal to simplify management and administration costs by unifying access to campaigns, applications, and customer data for outbound and inbound self-service applications.

## Compliance

Stay compliant with the latest government regulations, including Do Not Call lists, Opt-out, and Opt-In as well as PCI-DSS when taking customer card payments.

**"IPI helped us provision a new 03 Number which almost paid for the entire solution based on the Revenue Share delivering back to the organisation."**

- Flexible licencing during Peak Trading times,
- Pay only for additional software resources when they are needed on an Opex Basis.
- Deliver V.I.P routing for best level of service for clients known for higher spending patterns
- Ensure a consistent and measurable approach to Social Media Customer Service and reduce the Cost to Serve
- Pay only for the small amount of transactions that require payments while ensuring PCI DSS compliance
- Transition from existing ISDN services to SIP Trunks for greater flexibility around Peak Seasons and call charges
- Reduce operational costs and technology footprint via virtualisation

Find out how IPI can enable your business today and in the future.

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**DELIVERING  
BEYOND TODAY.**