

## Centric launches smarter Hosted IP Contact Centre to improve the customer experience.

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Centric, the innovative hosted contact centre company, today announced the launch of its carrier-class, multi-tenant, “Hosted” all-IP multi-media contact centre solution. Centric’s network-based hosted service will provide multi-channel contact centres the ability to handle customer communications via voice, email, sms and the web.

Centric makes it easier for customers to do business using their preferred method of communication. Customers can expect improved quality of service and efficiency when dealing with companies using hosted multi-media contact centre solutions.

Centric runs on internet protocol (IP) so treats multiple sites as a single ‘virtual contact centre’, enabling businesses to centralise their operations. Clients now have the opportunity to recruit and manage agents located offshore, in smaller branch offices or at home to make the task of recruiting qualified staff easier. Interactions will appear seamless to the caller, irrespective of the agent’s location.

A business can blend all communications media intelligently into a single queue to improve agent productivity. A blended queue enables agents to work on a variety of interaction types; for example, if incoming calls increase, agents dealing with emails can be interrupted to receive an incoming voice call.

The system allows sophisticated routing rules and scripts to be developed for multiple business scenarios; for example, the system is able to differentiate between new customers making their first purchase and existing customers buying new services, as well as routing contacts differently depending on the day of the week or time of day.

This new service is hosted on our data centre network to save customers the capital investment normally required to purchase additional equipment for their premises to achieve the same level of functionality. This allows the client to focus on their business rather than the IT systems required to provide a contact centre.

The hosted option allows for flexible and rapid deployment across multiple sites and ensures compatibility with customers’ existing equipment and systems. Using professional data management centres to host the service ensures greater levels of reliability, with multiple redundancy built in at the network level and monitored 24 hours a day.

As applications including IVR, ACD, predictive dialling and voice recording are seamlessly integrated within the Centric contact centre architecture, existing customers can use these new capabilities as and when their business demands; and without having to invest in disparate systems requiring different skills to manage them. Organisations can either migrate to the full multi-channel capability or deploy the solution alongside legacy contact centre solutions allowing agents to access the system via a PC (and headset/phone as required).

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Commenting on the launch, Mark Venum, Marketing Manager, Centric, said, “Although the telephone remains the primary contact channel, consumers are becoming increasingly sophisticated and are already comfortable with the concepts of requesting a voice call back from a website, exchanging instant messages via a website and shopping via interactive TV.”

“Simplified transaction processes can help to provide a positive customer experience, increasing customer ‘stickiness’ to a particular brand. This is particularly important in industries such as financial services, travel, retail and utilities, where service differentiation is typically the only means by which the increasingly commoditised nature of many products and service offerings can be overcome.”

### **About Centric**

Centric is one of the UK’s leading innovative communications companies. It provides fully managed, multi-tenant, “Hosted” multi-media contact centre solutions to business customers, as well as services to telecoms carriers, mobile operators and other network service providers.

Centrics’ principal operations are in the United Kingdom, For more information about Centric, go to [www.centriccc.co.uk](http://www.centriccc.co.uk)

Solutions for both small and large businesses

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