

Customer Relationship Management systems

Multi-channel, cloud-based system is designed for customer service

Developer of service management solutions, Vertical Solutions, Inc. (VSI), Cincinnati, OH, early this year rolled out VContactCentre, a cloud-based CRM contact centre management solution. Designed specifically for customer service applications, VContactCentre addresses the needs of internal contact centres, external/outourced contact centres, and hybrid contact centres that require tight integration and seamless interaction among groups.

VContactCentre is available in both public and private cloud options, enabling companies to take advantage of the rapid implementation and reduced management costs of cloud-based computing while offering the security and data migration capabilities of installed software. The powerful workflow engine is said to enable contact centre

managers to develop, implement, and update business processes across all channels – phone, email, and Web-based support – quickly and easily, with no IT intervention or costly customization.

“Today’s contact centres are at the core of a business, driving revenue and building customer relationships,” says Vertical Solutions CEO Ron Wegmann, Sr. “We designed VContactCentre from the ground up to make it easy for contact centre managers to streamline every interaction, from commonplace to complex, and to grow with the company. VContactCentre looks easy on the surface, offering contact centre managers drag-and-drop functionality for creating business processes, delivering consistent multi-channel operations, and segmenting data. But behind the scenes, its platform-level technology performs complex functions swiftly

and seamlessly, without expensive customization or IT intervention.”

Key differentiators of VContactCentre include:

- **Multi-channel operations.** VContactCentre enables companies to easily deploy proven CRM support processes consistently across every channel, from phone calls, chat, and emails to self-help, forums, and social networking venues.
- **Public and private cloud options.** Contact centres can benefit from the rapid deployment and reduced management costs of public cloud computing, or can deploy VContactCentre in the private cloud to increase security and data migration. Companies may easily switch from public to private cloud options as their businesses change or grow.
- **Workflow management.** VContactCentre’s cloud-based technology platform enables



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business users to streamline business process management, and integrate multiple, adjacent tasks and incidents. A simple and intuitive drag-and-drop interface gives business users a visual tool to design, test, implement, and document their business processes simultaneously. Workflows integrate seamlessly with multiple

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databases to calculate service-level agreements based on a variety of factors, eliminating costly, error-prone manual processes. Web-based libraries of processes, including plug-and-play integrations to external applications such as ERP systems, offer tremendous time savings for dynamic businesses.

- **Data segmentation.**

VContactCentre offers a robust data segmentation function that enables contact centres to create partitions of data for individual clients or for various business units, each with their own workflow and business processes.

- **Knowledge management.**

VContactCentre streamlines the steps involved in connecting agents with the right information. Its Wiki-based platform enables agents to quickly and easily create knowledge articles using standard formatting and tagging procedures. Companies can develop more than one knowledge base, and assign permission levels to each agent.