

# Get Going With Hosting

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## Generate the Greatest ROI

Few enterprises today own their own buildings, vehicle fleets, or hardware like copiers. Instead, they lease them and for good reasons. These include freeing capital expenditures to be used where these dollars can generate the greatest ROI. It also includes flexibility when business needs change from new opportunities or downsizing; there are no costly assets to purchase/install or unload, which takes scarce time.

The same arguments can be and are applied to contact center solutions known as hosting or cloud computing. Drew Kraus, research vice president, Gartner adds that leasing/hosting also avoids internal battles of which products to keep in a merger/acquisition. He reports that more firms are selecting hosted solutions, in particular CRM, IVR, and to an extent ACD and routing.

## On Process Technology

OnProcess Technology provides comprehensive outsourced asset retrieval and proactive 'customer experience management programs' in select vertical markets. It conducts business in 11 languages in the Americas, Europe, and Asia. OnProcess has 3 contact centers with a total of 430 agents.

About 85 percent of the inbound call traffic at OnProcess is received as a result of outbound calls OnProcess has placed to its customers. Previously, when customers returned these calls after hours, they left a voicemail that was manually retrieved by agents the next day. This manual process proved to be a time-consuming and inefficient method for handling customer ball backs.

## The Solution

To improve customer service OnProcess decided to make customer access available 24/7 with the help of the voice portal. The voice portal would permit its clients to update the status of returns in real-time, and at a fraction of the cost of hiring and scheduling agents to take those calls. The voice portal would also lower interaction costs when the center was open.

## The Results – Reach More Customers

The Contact Solutions On-Demand program has worked out very well for OnProcess. It is now witnessing 50 percent automated interactions, a high rate for this type of complex transaction, thanks to ongoing improvements releases from the provider.

"We had no self service IVR prior to Contact Solutions," explains Pam Roddy, OnProcess Vice President-Operations. "We are able to reach a larger customer base with the expanded hours. We leveraged their expertise to help us make critical business decisions. Going to a hosted model and Contact Solutions was an easy move."