



Business Case for Hosted Contact Centre On Demand

The Heart of The Customer Service Aspiration

Gone were the days where businesses studied and evaluated the needs of a Contact Centre. Today businesses are convinced that customer service level is the key differentiator in a fiercely competitive environment, trying to exceed the expectation of an increasingly demanding market. At the heart of the customer service aspiration is the pulsating heartbeat of the contact centre.

“On-Demand Hosting” Is Gaining Popularity In The Contact Centre Scene

This paradigm shift in contact centre technology has already begun in the USA and Europe. In fact it is already moving out of the early adopter stage with immense growth potential for the future.

Ovum Research believes that “within three years, one third of all contact centre seats will use network-based Technology. – Referring to hosted Contact Centre On Demand and enterprise-based Contact Centre On Demand.

According to Datamonitor, hosted contact centers will be the fastest-growing sector of the market and will account for 38% of the global market by 2008.

The Outlook of Hosted Contact Centre on Demand In Singapore

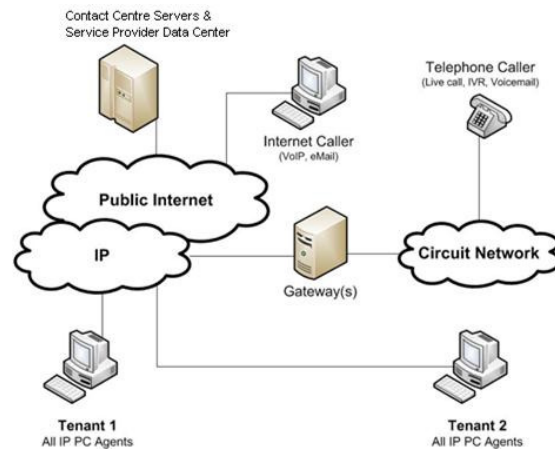
The escalating price of office space, tightening job market and rising labour cost are forcing businesses to rethink and evaluate alternative solutions.

With the excellent IP infrastructure in Singapore, there is no doubt that Hosted On Demand model with its promise of “agent anywhere, virtual or multi-sites contact centre” will be the answer.

Features and functionalities that were once available to larger businesses with deep pockets in an on-premise environment are now available to even the smallest contact centre.

A Closer Look At The Technology – Hosted Contact Centre On Demand

The concept of “on demand hosting” suggested that the infrastructures and technologies such as IP PABX, IVR, CTI, Voice Logger and other possible web based applications are owned and managed by the Contact Centre On-Demand Service Provider, accessible via the internet. Any employee with a PC, broadband internet and a VOIP phone can access and utilize the solution.



Network topology for Hosted Contact Centre On Demand

Advantages Of Hosted Contact Centre On Demand

- No Capital Expenditure on Expensive Infrastructure
- Simplify Cost Management and Business Planning
- “Agent anywhere” virtual or multi-sites contact centre
- Access to Latest Technology/ “Try Before Buying”
- Lower operation cost than premise based model.
- Disaster Recovery and Business Continuity
- Capacity management and scalability