

# The Next Generation of Call Centers is Virtually Here

If anything, events such as the Tsunami, Hurricane Katrina and 9/11 have taught us that the world is one filled with uncertainties and disasters, both natural and orchestrated, can hit unpronounced.

Hurricanes, earthquakes, power outages and terrorists threats can attack us at any given moment and in the business world, an organisation's ability to continue business processes—and contrary to popular belief, the show does still go on—under such trying conditions determines if the company will still be standing once the storm is over.

In the Contact Center world, when a disaster strikes, callers don't stop calling. In fact, in most cases, call volumes spike and if a call centre does not have the resources to meet critical customer needs, one negative experience is all it takes to lose a client forever.

The bigger players usually have established national or global operations with sufficient resources that can cushion the impact should one location experience a problem—calls are simply re-routed to available sites. However, what happens to those call centers that do not have such a sophisticated disaster recovery plan?

The hosted contact service delivery model offers to organisation, both big and small, a universal value proposition—a cost-effective, reliable alternative to premise-based centers that minimizes risks during a crisis by enabling agents to work from virtually anywhere.

Although still in its neonate stage, analysts believe this business model has the potential to become an industry norm.

According to *Datamonitor*, hosted contact centers will be the fastest-growing sector of the market and by 2008, will account for 38% of the global market. Additionally *DMG Consulting* reports that by the end of 2007, 20% to 30% of all contact center seats will be hosted.

Whilst customer relationships form the crux of any business enterprise, operating a contact center in many ways does not and thus can be outsourced. This rational, coupled with ubiquitous broadband that has increased Voice of Internet Protocol (VoIP) penetration, makes a compelling argument to alter the structure of conventional contact centers.

Innovax Systems introduces **OpsCentral On Demand**, a hosted version of its award winning proprietary contact centre suite, OpsCentral.

A veteran with some 10 years of experience in business consulting, software development and system integration for the contact center industry, the Singapore based Innovax Systems' latest solution places the hub of the contact center outside of the organisation making virtual contact center a reality.

**OpsCentral On Demand** is a complete suite of management and productivity tools for the modern contact center which covers voice, email and fax. It has the capability to automatically route communications to available agents wherever they might be, dramatically reducing the impact any single event could have on operations.

The solution's appeal is further increased with its ability to address

business continuity through the interoperability of multiple channels. This means that should callers' phones go out of service due to an outage, they are able to utilize other channels of communication such as email to reach the center.

For contact center staff, **OpsCentral On Demand's** capability to automatically route communications to available agents wherever they might be means that even if employees have to be evacuated, re-establishing operations is quick and inexpensive allowing any home or hotel to double up as a temporary outpost.

With **OpsCentral On Demand**, implementation lead time is practically eliminated. Capital outlay can be minimized as there is no need for expensive hardware or software expenditure and enterprises looking to set-up customer service centers can do so almost instantly and for multiple sites.

"We are excited with the potential untapped market that we will reach with OpsCentral On Demand. With minimal capital outlay, the inherent security with off-premises hosting and a business continuity plan for businesses, we are confident of the product's success" said Mark Narita, chairman of Innovax Systems.

Setting the perfect platform for the future of call centers to thrive on, **OpsCentral On Demand** brings with it the promise of business continuity, which is imperative for a business to remain impermeable when the next dark cloud appears out of the blue. ■