



Netcall Estimates Saving 700 Years of Wait Time Each Year at Contact Centers

Praises Dialogic's Use of Open Standards in Its Products

Case Summary

Challenge

Netcall, a leading provider of automated callback solutions, wanted to launch a hosted version of its flagship call management solution QueueBuster.

Solution

Netcall looked to Dialogic® technology to provide voice processing and other features such as tone signaling, along with a voice path from the Netcall servers to customer switches for its hosted solution. Dialogic's use of open standards allows Netcall to use the latest PCIe equipment and to plan a roadmap to IP and SIP incorporating Dialogic® Host Media Processing Software. Netcall also estimates that its current TDM-based solution saves hundreds of years of wait time for QueueBuster customers each year.

Challenge

As a leading-provider of automated callback solutions, Netcall continually strives to deliver innovative new services to its customers based on the very latest technologies. For example, Netcall was one of the very first companies to converge internet and telephony interfaces via the launch of its web-based callback solution, CallMeBack, in the 1990s.

In 2000, Netcall designed a new flagship solution, QueueBuster, which could deliver many new queue management features along with a hosted service capability. To achieve its goals, the company needed its telephony and network components to perform a number of tasks, including voice processing, tone signaling, global tone detection and generation, and call progress analysis. Netcall also wanted the option of moving to IP.

Solution

QueueBuster gives callers an alternative to queuing by taking their contact details and queuing on their behalf, then calling them back automatically when an agent is available. All calls are handled on a "first-in, first-out" basis ensuring customers will be called back within the promised timeframe and not when queues have grown smaller at some undetermined time. Agents also receive QueueBuster callbacks as inbound calls with a voice recording of the caller's name, which allows them to greet customers personally.

The hosted version of QueueBuster has special benefits. It requires no upfront capital investment by the call center operator. Instead, the operator can use the service on a "pay as you go" basis, allowing the solution to appeal to businesses of all sizes.

Open-Standard Dialogic® Components Add Value

Because it uses the Dialogic® Global Call API, which is based on open standards, Netcall is able to choose from a wide selection of Dialogic® boards and move easily among them. For example, Netcall is currently using the quadspan E1 versions of powerful Dialogic® DM3 Media Boards: the Dialogic® DM/V1200BTEP Media Board (PCI) and the Dialogic® DM/V1200BTEPEQ Media Board (PCIe). These boards are used for voice processing and network interface to create a voice path from the Netcall servers to customer switches and provide interoperability with ACDs, PSTNs, and VoIP technologies.

Dialogic's use of open standards creates another advantage for Netcall – an ability to plan for the future. Netcall has a roadmap for a future move to a SIP/IP environment that includes the use of Dialogic® Host Media Processing Software, which supports the same Dialogic® APIs as Dialogic DM3 Media Boards. Because of the use of common APIs and open standards, solutions such as QueueBuster can work in many different types of environments and interoperate with legacy technology as well as with new voice protocols such as SIP.

Netcall also selected Dialogic technology because of its high availability and stability, a key requirement because QueueBuster operates in both carrier-grade and enterprise-class environments.

Results

Netcall was able to significantly expand its market position with the hosted version of QueueBuster, which now has many customers across various sectors and has been sold to major telecom operators such as BT and Cable & Wireless as a white-label product.

One large customer is the [Britannia Building Society](#). With about three million members and 254 branches across the United Kingdom, Britannia is the country's second largest mutual building society. Its contact center group handles approximately 17,000 calls per week and also experiences seasonal peaks in call volume.

After a successful initial trial, during which QueueBuster helped to reduce abandoned calls and improve service levels while receiving an overwhelmingly positive response from Britannia's customers, QueueBuster was rolled out to two other contact centers. Although Britannia adopted QueueBuster during a period of unprecedented growth, Britannia's customer satisfaction scores were at best-ever levels with 86% of customers saying they would recommend Britannia. Customer complaints also continued to decline during this period.

Overall Netcall estimates that its hosted solution is saving the public as much as 700 years of waiting time per year.

Along with shortened wait times and increased end-customer satisfaction, customers have been able to use QueueBuster to maximize their use of contact centers as sales channels and to improve overall contact center productivity and efficiency. At the same time, Dialogic technology is allowing QueueBuster to be backward compatible when a customer is using old or legacy equipment, while providing the ability to interoperate in emerging SIP/VoIP environments as the need arises.

About Netcall

Based near Cambridge in the United Kingdom, Netcall develops and supplies innovative communication solutions to organizations of all sizes, including many large corporations with global contact center operations. As a leading specialist in callback, auto-messaging, and contact solutions, Netcall helps organizations around the world increase profits and productivity while improving customer satisfaction and employee morale.

Visit www.netcall.com for more information.

About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

Visit www.dialogic.com for more information.

To learn more, visit our site on the World Wide Web at www.dialogic.com

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Information about Netcall, QueueBuster, and the experiences of Britannia Building Society has been provided for this case study by Netcall.