



KCOM

Inbound call management

**Helping you deliver your
customer experience promises**



KCOM

Inbound the way it should be done

Customer service is a vital area to get right for any business.

If the experience doesn't deliver on expectations, dissatisfaction and lost revenue can easily follow.

For that reason, inbound calling is at the heart of many organisations' operations, as a direct link to their customers.

With Inbound Call Management, you can begin managing your customers' experience before their calls even reach your PBX, helping you deliver a robust and seamless customer service.

Our platform offers no capital outlay and simple cost structures. You can be up and running in a matter of days, while our straightforward portal provides powerful features and reporting capabilities to help you manage capacity and maintain service quality.

Even when you're at your busiest, Inbound Call Management will help your customers feel prioritised and valued.

Call 0345 122 4222 Email letschat@kcom.com
Visit business.kcom.com Twitter [@KCOMbusiness](https://twitter.com/KCOMbusiness)





More than a simple call routing engine

Our feature-rich Inbound Call Management service gives you complete control of your inbound services and the ability to truly deliver on your customer service promises.

Enjoy a wealth of call features including:

Routing - create individual plans per inbound number; route according to priority, with profit-making calls going directly to your key agents, and alternative call handling rules for specific times/dates. For more complex needs, we can help you create the right routing path.

Queueing - make sure every call is answered, while comfort messages ensure realistic expectations are set and your customers feel valued.

Recording – for easy quality checks and analysis of your current and historic service levels. Up to six months cloud storage capacity as standard.

Hunt group – if customers are routed to an agent handling another call, send the customer to the next available agent in a defined group until the call is answered.

Multi-level IVR (Interactive Voice Response) – give your callers the ability to self-serve; let them leave a message or route to your next available agent, according to the nature and urgency of their call.

Blacklisting/Whitelisting – divert or block specified numbers from your key routing plans. Want to fast-track high priority calls? Whitelist them to bypass your default settings.



Straightforward setup

While setting up an on-premise inbound call platform can be a lengthy, complex process, Inbound Call Management is a fully network-based service that requires no on-premise hardware, significantly reducing setup time.

With simple routing plans your service can be up and running in a matter of days, while more complex needs can be met by designing more advanced routing plans.

Our service has been designed and built using industry-leading systems and software.

And, as a PaaS (Platform-as-a-Service) solution, Inbound Call Management is always on, so you can manage your customer contact strategy in real-time through our intuitive online portal.



Flexible, intuitive portal

Configure your service to your unique needs with our powerful online portal.

Build your service from our range of standard and advanced calling features and add in your own individual routing plans on a per-number basis. Any changes can be made easily with the click of a button.

And, to help you get started, the portal comes with a comprehensive library of “how to” training guides and videos.



Low provisioning and running costs

Inbound Call Management gives you the same flexibility and choice when it comes to managing your costs, as it does when it comes to your inbound calls.

Setting up and running on-premise inbound call solutions is traditionally an expensive route to managing customer experience. Inbound Call Management removes a lot of these unnecessary costs, making it much easier to implement:

- > no CAPEX costs
- > no annual support or maintenance charges
- > our easy-to-use portal reduces training costs
- > home-based call agents reduce office costs

Our simple pricing structure makes inbound calling flexible, predictable and easy to budget for.



Accessible any time, anywhere

Remote access to your inbound contact centre frees up your business or organisation to work flexibly, and removes geographical barriers to recruitment.

Being a fully hosted service, Inbound Call Management frees you from hardware restraints and lets your call handlers access the service via the secure portal anytime, anywhere.

The service is fully supported by the most commonly used desktop browsers, i.e. Internet Explorer, Chrome, Firefox.

Instant access and full functionality, exactly when you need it.



Resilience and reliability

As a carrier-class, network-based platform, Inbound Call Management contains no single point of failure and is both logically and geographically resilient.

Our service operates from two separate, highly secure national data centres, including a comprehensive range of physical and software redundancies in place.

With 99.99% availability, backed by robust SLAs for our core inbound services, we give you confidence that your inbound call handling is in safe hands.



Business continuity built in

Customer contact points are the main link between businesses and their customers, so it's vital that they are always operational, especially during your seasonal peaks.

Downtime can lead to poor customer experience, lack of consumer confidence and potentially high financial losses.

Our service gives you the power to create many types of disaster recovery plans, to help you keep customer satisfaction levels high when the pressure's on.

Power outage at your main office? Instantly redirect calls to another DDI at another location to maintain business continuity.

Call agents can't get to their fixed location? Enable them to access the system from anywhere, on any device.

Struggling to handle sudden increases in call volumes? Queuing and routing calls makes sure every customer call gets through to your PBX, helping to protect revenue and making sure nobody feels unvalued.



Insights and analytics

Our reporting engine gives a wide range of usage data that tells you all you need about how your calling operations are performing, helping you continually enhance and perfect your inbound calling experience.

View calls per inbound number or per agent, when agents are logged in, whether they're engaged on inbound or outbound calls, which campaigns they're working on and more, including:

- > number of calls
- > abandoned calls
- > call duration

Our difference

End-to-end service, from a single provider

If a service involves many different component parts and providers, the failure of any one of these can cause a world of problems. And if no-one has full end-to-end visibility or responsibility, each provider involved can shift blame to the next, which can be both frustrating and damaging to the relationships you have with your customers.

KCOM owns and controls every part of the Inbound Call Management platform and proactively monitors the service to ensure it's always fully operational.

Should you need to raise a service issue, all it takes is a single phone call and we'll take care of it as quickly and effectively as possible, meaning less impact to your callers. We know that happy customers are loyal customers; we're here to help keep your lines of communication open.

Our service integrates easily with our Fixed Line and Hosted Voice services, while our range of resilient connectivity options and flexible public/private hosting packages mean you only ever need one provider for all your technology needs.

Market-leading features and quality of service

KCOM is one of the UK's leading providers of Intelligent Network facilities.

Inbound Call Management provides an extensive portfolio of services and additional features to support your inbound call handling requirements, with the ability to host all types of Non Geographic numbers (NGN) e.g. 0800/0808, 0300/0345, etc. The platform also hosts local presence or smart numbers, KCOM's geographic numbers with NGN number functionality.

We've been offering the reseller channel's 'first choice' inbound call solution for the best part of a decade and we've seen huge growth in user volume and call traffic in that time.

Our Inbound Call Management service for businesses has grown out of that success and is the complete solution for inbound customer contact and management. Not only does it excel in base level call routing; the breadth and depth of features delivered over a network-integrated platform makes it perfect for your needs.

It's also being continuously developed with your feedback, making sure we can offer and support your business with market-relevant features and functionality.



Included features

All the following features can be combined to create bespoke inbound services that meet your needs.

Features are easily managed via the Inbound Call Management portal, a powerful, web-enabled management tool providing the ability to create, manage and change Non Geographic Numbers (NGN) routing plans in real-time.

Set up your service using simple call routing to detailed call flows, advanced queueing systems, custom IVRs, call recording and voicemail. Advanced features, such as logic-based services like SQL database queries, are available upon request, please talk to your account manager to discuss your specific needs.

We're constantly adding new functionality to our Inbound Call Management platform to give you the latest methods of managing your inbound customer contact.

Feature	Details
Time of day routing	Allows a complete range of time-specific routing plans. Time of day routing isn't limited to the number of time bands allowed. The minimum length of a time band is one minute.
Day of week routing	Pre-programmed routing based on the day of the week, allowing individual days to be allocated routing plans. Doesn't require days to group.
Calendar date routing	Pre-programmed routing based on calendar date, useful for managing customer experience on, e.g. public holidays. There are no restrictions to the number of routing plans implemented.
Intelligent diversion	Re-route calls if the primary destination is engaged or unanswered. There are no limitations to the number of alternative destinations allowed. Diversion upon "no answer" can be offered on a bespoke ring period before the alternative destination is invoked. If all destinations within the routing plan are busy or unanswered, bespoke network messaging can be offered. The platform differentiates between engaged and unanswered destinations and offers the ability to re-route according to each individual failure.
Geographic call origin routing	Complete geographic routing based on the UK STD code system. Individual parts of local exchanges can be identified within a dialling code range and calls can be routed based on the entire CLI (Caller Line Identity) digit. We can also design Postcode to Site delivery plans. We receive the encrypted CLI on every inbound call, enabling accurate call routing based on origin, while bespoke default destinations can be programmed for non-geographic sources such as cellular networks.
Black/whitelisting	Nuisance calls can be recorded in a blacklist to bar future calls, while high priority inbound numbers can be whitelisted to push them quickly to their destination. Caller ID can also be used to create geographical scripts to route calls to specific destinations.
Call recording	Record all inbound/outbound calls that pass through your service. Calls are stored for up to 6 months and can be searched for, located and listened to via the platform.

Feature	Details
Network call queuing	Make sure your customers feel valued by queueing their calls rather than presenting an engaged tone. Create queues by DDI or department, and play comfort or information messages as required.
Voicemail	Capture voicemails and either email automatically to an agent's email address once the call has ended, or store on the platform where admin users can log on and retrieve them when convenient.
Call provided information / Simple line messaging	Provide individual number announcements for dialled numbers, or advanced plan announcements for Network IVR plans (or at any stage in any routing plan where required). Comfort messages or information messaging for advanced services such as Network call queuing, Call recording and Voicemail can also be provided.
Ratio % distribution	Distribute traffic based on call volume on percentage basis. The increments allowed via the call distribution are based upon single percentage values. Combine with our DTMF business continuity offering to manage call traffic during peaks or emergencies.
API integration	Integrate your CRM and other systems or applications with Inbound Call Management for a truly joined-up service and a better experience for your customers and call handlers. Talk to us about scoping for your API integration requirements.
Network IVR	Network IVR (Interactive Voice Response) services allow inbound calls to be processed entirely in the KCOM network rather than on your site. The service lets you streamline inbound call handling operations by routing calls across multiple locations or providing callers with relevant information before directing the call to a dedicated number. Alternatively, if you only want to provide information, you can divert to a pre-recorded message before ending the call.
Disaster recovery planning	Create up to 99 different routing plans and switch between them instantly in a disaster recovery/business continuity situation; either by logging onto the admin portal and manually activating the required plan or by DTMF via telephone to invoke and change the service.
Management information and administration	The Inbound Call Management portal provides both management information and admin control for your service. <ul style="list-style-type: none"> > OBR (Online Billing Reporting) includes a list of standard reports on all inbound numbers. Additional bespoke reports can be set up to track the metrics that matter to your organisation > Admin control over your service's functionality is available via the Manage tool > Training videos and "how to" guides are also provided via the admin portal. Additional training can be provided on request

At KCOM we get excited about providing technology solutions that really help our customers achieve what they need.

Combining connectivity, communication and cloud solutions, we bring everything together into a single managed service that’s right for your business.

Connect

Selecting the most cost effective access technology, from ADSL to Fibre Ethernet, to address the needs of each of your sites individually means we can build you a fast, flexible and reliable network to support the way you work.

Our solutions include dedicated cloud connections, mobile failover, bespoke firewalls and advanced network monitoring tools as needed, in addition to HSCN.

Collaborate

Our hybrid hosting solutions, managed within a single, easy-to-use management portal, give you a flexible and scalable approach to your data infrastructure.

Adopting hybrid alongside desktop applications like Office 365, Skype for Business and Hosted Exchange, means you can provide “anywhere, anytime” access to your business systems, all backed up by great technical and customer service teams.

Communicate

To keep everyone in touch, a flexible, high quality voice solution is still an important part of your business infrastructure.

From traditional telephony and inbound call management through to advanced Unified Communication & collaboration services, we can provide you with an integrated and reliable business communications solution.

Consult

With our team of specialists, you don’t need to be the expert on everything. We’ll work with you as a trusted advisor, available to guide you through the ever-changing technology landscape.

We use our strategic partnerships with the likes of Microsoft, AWS, Cisco, VMware and many more to provide you with the solutions you need to support your business strategy.

Challenge us to make life easier and better for your business:

0345 122 4222
letschat@kcom.com
business.kcom.com

Notes

KCOM

T 0345 122 4222

E letschat@kcom.com

 **@KCOMBusiness**



business.kcom.com