

Interaction-on-Demand (iOD)

A flexible Managed Services solution that allows you to purchase contact centre technology services by function and on demand



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Building the business case for hosted contact centre solutions

Contact centres are increasingly dynamic environments that require rapid response to changing business requirements. You may be faced with key issues of cost reduction and revenue growth to ensure you remain competitive, and are expected to balance these demands with your customer's high expectations.

Contact centres around the world are facing similar challenges and are looking to pay-per-use hosted models as a potential solution.

Hosted solutions offer cost savings through economies of scale and have become part of an effective business strategy to help manage costs, while providing excellent customer service. They also offer a range of other business advantages including:

- Usage-based pricing and increased flexibility
- Access to new applications
- Access to scarce skills
- Improved service levels
- Facilitated focus on core business
- Hosted solutions that include support, upgrades and maintenance

- Reduced overall costs
- A move from capital to operational expenditure

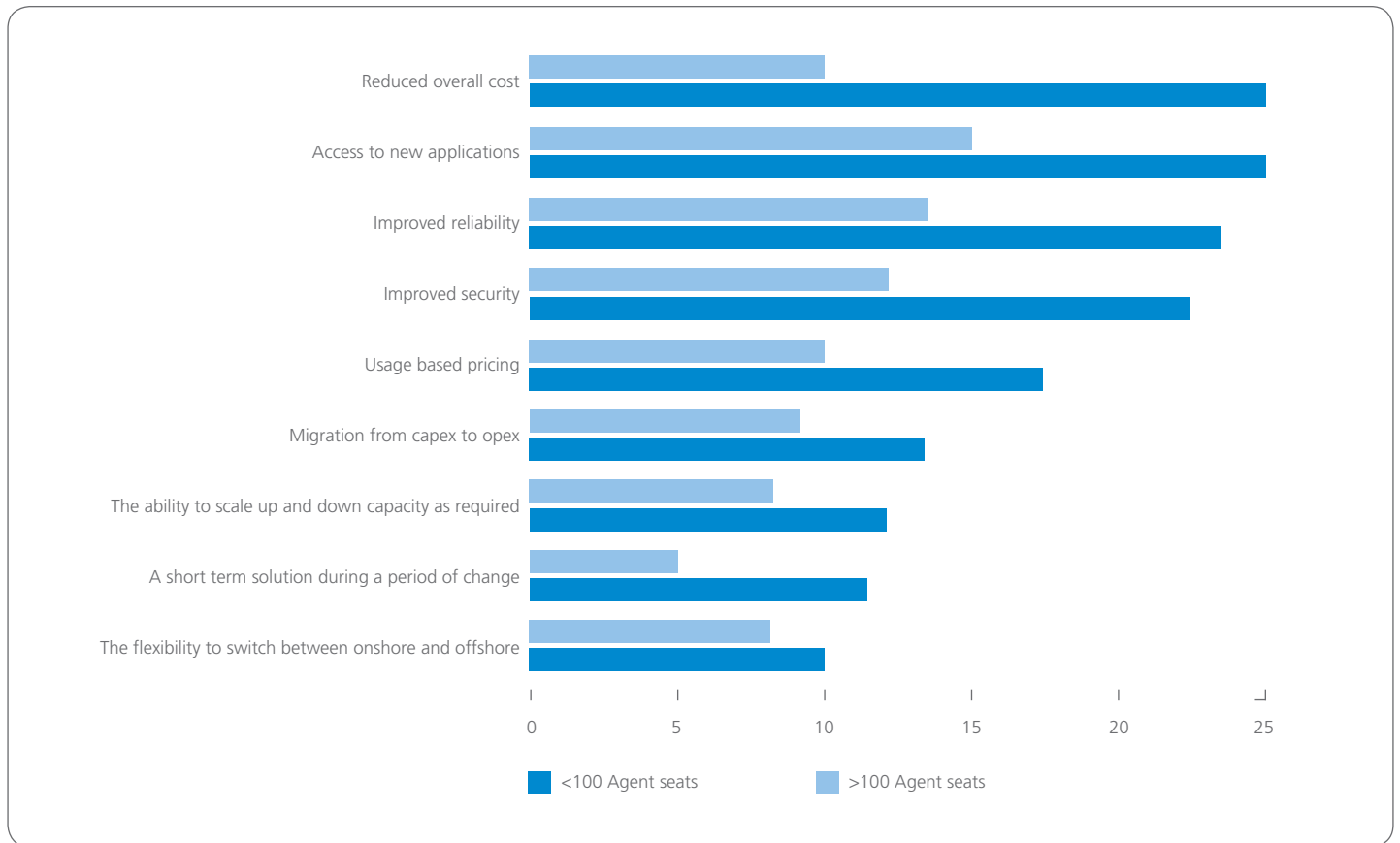
The graph depicts the reasons why organisations typically purchase hosted solutions. The primary reason is to reduce overall cost – which hosting solutions can achieve by eliminating high maintenance and upgrade costs typically associated with premise-based solutions. Staffing and implementation costs are also significantly reduced through economies of scale.

Hosting also offers many non-financial benefits which include maintenance and support. Contact centre applications need regular upgrades to ensure they remain supported by suppliers, placing strain on your limited skilled resources and moving your focus away from your core business.



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What are the three main drivers for purchasing a hosted solution?



SOURCE: DATAMONITOR 2007

Faced with ever increasing competitive pressures and the need to continuously improve customer service, your contact centre is an invaluable communication channel to gain competitive advantage.

To meet changing market requirements, you need speed and agility, but this can often mean over investment in technology to meet peak requirements as opposed to normal business loads. Interaction-on-Demand (iOD) is a flexible managed service-based solution that allows contact centres to purchase technology services by agent, by function and by month. iOD helps you manage cost by tracking market demand and increasing and decreasing the number of agents as required.

Dimension Data has built a contact centre facility using leading technologies allowing you to choose the functionality you need and the number of agent licences for a monthly subscription.

By hosting, monitoring and managing the contact centre applications 24x7, we are able to keep risks and costs under control.

Our contact centres provide full redundancy as the infrastructure is split across two data centres and critical components are configured in duplex mode.

We offer feature-rich functionality that can provide smaller businesses with the types of contact centre functionality only normally available to larger organisations. Our secure data centres deliver the functionality over an IP network, allowing your agents to access the features from any location served by a broadband connection.

Dimension Data has built a contact centre facility using **leading technologies** allowing you to **choose** the functionality you need and the number of agent licences for a **monthly subscription**.

Interaction-on-Demand (iOD)

iOD provides the best available technology, functionality and services based on a pay-per-use model. The benefits to your business include:

- **Usage-based pricing**

Pay only for the functionality and number of seats used. Scale easily for busy periods and growth

- **Reduction of risk**

Our secure data centres and support professionals monitor and manage your communications 24x7

- **Focus on core business**

Pre-packaged solutions allow you to focus on your business while Dimension Data focuses on the technology

- **Simplified management**

One team takes responsibility for solution design, application updates and version control, protecting you against technology obsolescence

- **Managed service**

Support services are based on the ITIL framework. No need to hire expensive technical staff

- **Move from Capex to Opex**

Improve cash flow by only paying for the technology and functionality you use

- **Improved functionality**

You choose from basic functionality to the latest multi-channel applications providing advanced reporting

- **Disaster recovery**

Built in redundancy and security across multiple data centres protects your IP telephony

- **Speed-to-market**

The infrastructure is already in place so the time it takes to get a service to market is reduced

- **Predictable costs**

No hidden costs related to staff, support, upgrades and maintenance



Interaction-on-Demand (iOD)



Functionality provided

Our technology platform is based on Cisco UCCH with Nice Voice Recorders located in secure data centres. IP Soft phones are used by agents located at your site.

Automatic Call Distribution Maximises the efficiency and intelligence in routing and managing customer interactions through contact management architectures based on IP technology.

Interaction Management optimises the performance of customer processes through tools and frameworks that guide customer interactions and provide all relevant information required to resolve calls.

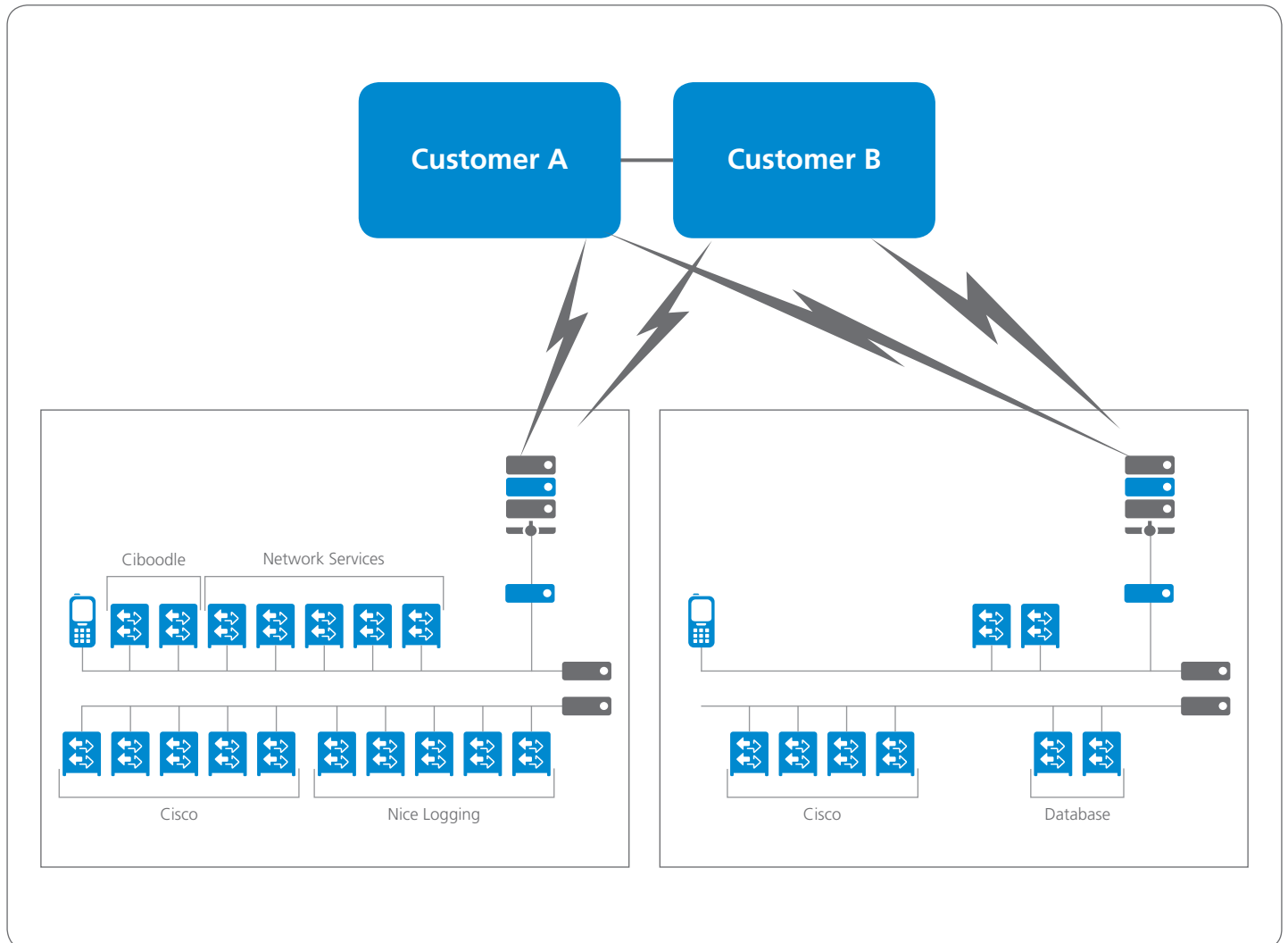
Workforce Optimisation aligns agent performance to company goals including workforce management applications to forecast, schedule and monitor employees.

Self-service functionality automates interactions using self-service applications that allow customers to navigate intelligently, or complete transactions with a particular focus on speech recognition and IVR.

Recording for compliance and quality assurance includes storage and back up to a secure off site location. Outbound campaign provides preview and predictive outbound dialling capability.

Interaction-on-Demand (iOD)

The diagram below shows how agents based at various organisations are connected to our Interaction-on-Demand platform.



You choose what you need from basic functionality to the latest multi-channel applications providing advanced reporting

iOD can be tailored to meet specific requirements and you can choose from two options to meet your needs:

Option 1

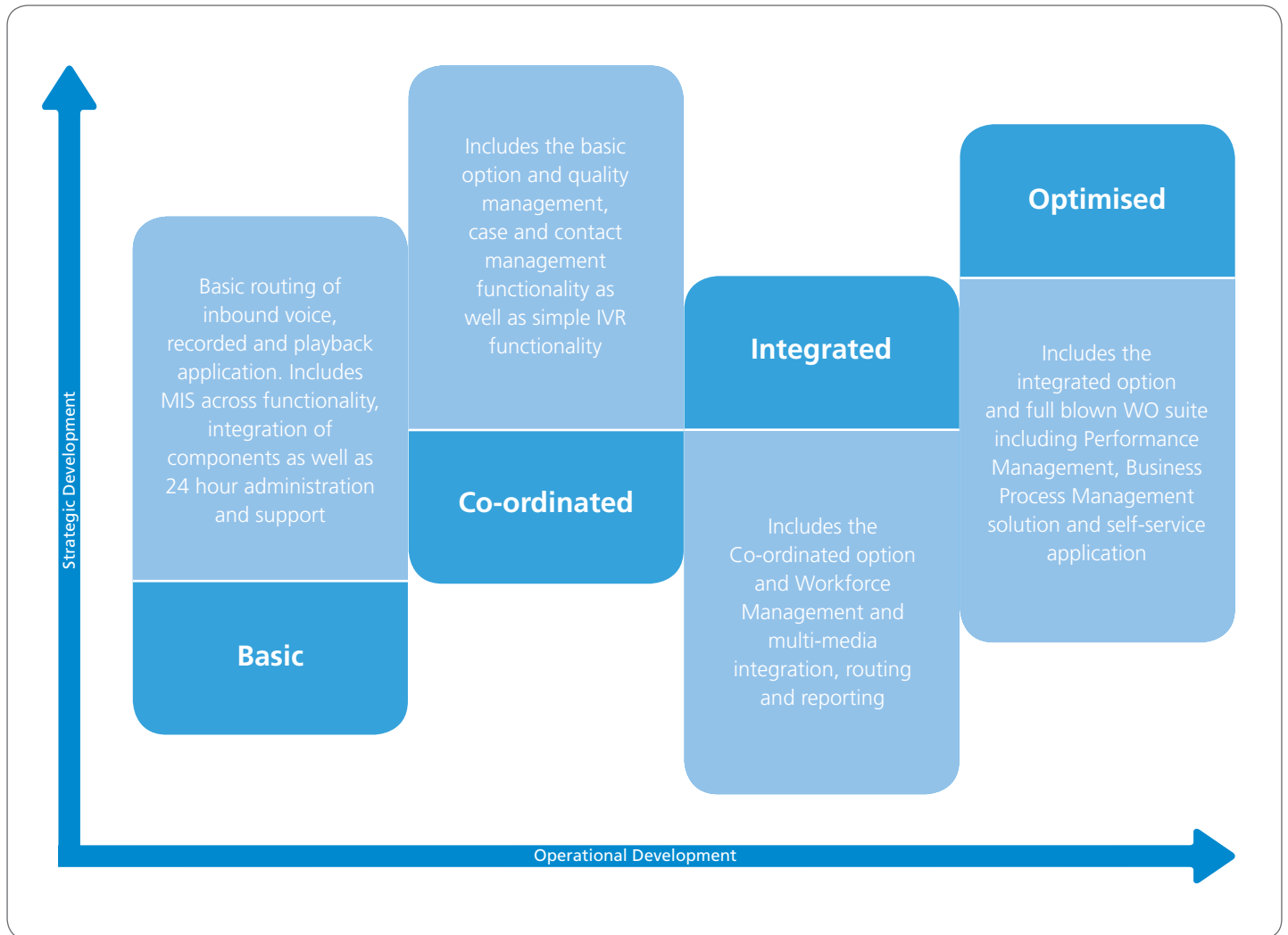
Contact centres progress through four stages in their development lifecycle and this option allows you to select the services that suit your business. You choose from one of the preconfigured service offerings (either Basic, Co-ordinated, Integrated or Optimised) that relate to your state of development.

Option 2

You may have specific contact centre requirements that are not met by one of the preconfigured services listed above. We enable you to 'build' your own solution by choosing from the 14 services. This means you can choose the specific services you need and only pay for them when you use them.

Interaction-on-Demand (iOD)

iOD integrated bundle options



solution set	option	license	functionality description
Contact Centre Integration	1	Back office telephone	Provides standard telephone functionality for back office users
	2	Call centre agent telephone	Provides call centre agent ACD functionality
	3	Outbound dialler telephone	Provides preview and predictive dialling for outbound campaigns
Workforce Optimisation	4	Voice recording and playback	Provides functionality to record and playback voice calls
	5	Quality management	Provides Quality Management as well as the functionality to record calls
	6	Workforce management	Provides the functionality to forecast, schedule and monitor employees
	7	Performance management	Provides Performance management functionality including QM and WFM
Interactive Management	8	Multi channel interactive management	Provides the functionality to handle to multi-media interactions
	9	Case and contact management	Provides Case management functionality and the ability to configure workflow
	10	Business process management (BPM)	Provides BPM including Multi-Channel and Case and Contact Management
Self-Service	11	Auto attendant	Provides the functionality to route calls based on DTMF entered information
	12	IVR	Provides the ability to route calls based on database lookups and CTI
	13	Self-service application	Provides the ability to service clients in the IVR without agent interaction
	14	Speech enabled self-service	Provides the ability to service clients automatically using speech recognition

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