

About Vocalcom

Vocalcom provides leading-edge call center technology in the cloud that supports any communication channel and delivers an exceptional customer experience. Connecting with customers has never been this more convenient, user friendly or cost effective. Vocalcom's Cloud based Contact Center Software is designed to manage interactions via an intuitive, collaborative application, regardless of the channel. This allows you to manage every interaction as if it were one conversation across channels of voice, video, chat, email or social.

If you're just starting out with a few agents or have a large base of 1000's of agents our software scales to help carry this conversation no matter where your agents are located. We're trusted by over 550,000 users across 47 countries. Vocalcom provides the world's most popular multichannel contact center solution in the Cloud, highly recommended by 3000+ successful customers. Don't miss out on the opportunity to get started in no time. Deliver easy and cost-effective multi-channel customer service. We don't succeed until you do!

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OneTouch Direct Gets the Flexibility they Needed with Vocalcom Solution

Company Name: OneTouch Direct. LLC.

Company Overview: OneTouch Direct (OTD) specializes in expert direct marketing program development and call center solutions in both the consumer and B2B segments. They focus on increasing revenue and retention while reducing costs for their clients. They understand the value of their client's brand; they deliver positive, quality customer interactions for a consistent brand experience.

OneTouch Direct is based in North America and is committed to developing its teams in local communities. Headquartered in Tampa, Florida, OTD employs over 2,000 team members in multiple offices in Florida and St. Catharines, Ontario.

They provide expert call center support in English, French and Spanish to wireless, telecommunications, cable, internet, financial services, entertainment and other industries.

Challenge: OneTouch Direct started out with one small call center in Tampa, Florida with approximately 50 seats. They then continued to purchase another call center in Canada. They were running on silo predictive dialers using Dialogic telephony hardware. As they grew to \$40 million in revenue, 750 seats and more than 1000 agents – they stretched the capabilities of the system. There was no blending between the dialers. The system was built for outbound but not really for inbound, therefore not allowing to blend well. They also experienced a lot of downtime and were dealing with constant issues.

Who did we replace? Dialogic

Competitor Short list: Nortel, Genesys, and Presence

Solution Chosen: Hermes solution on an Avaya platform

Key Business Benefits:

- Flexibility
- Scripting capabilities
- The fact that it's a Web based tool has been important
- Extensibility
- Less maintenance at the work station of agents that work from home
- Avaya integration has been solid
- Gained efficiencies through blending

Why did they choose Vocalcom? In order for OneTouch Direct to get to the next level of business performance to support their tremendous growth over the years, they needed an enterprise solution. They chose Vocalcom for the needed flexibility they were searching for. Their scripts can now be simple to a fully functional order entry system.

“Flexibility and extensibility in scripting and data was paramount to our final decision and it turns out that Vocalcom was the right choice for us.”

— Joseph Moloughney
EVP Information Technologies, OneTouch Direct, LLC