John Puma
Vice President of Sales
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INTERESTED IN INCREASING CUSTOMER SATISFACTION?

Connect it Networks Illustrates the Power of Automatic Call Distribution (ACD)

MONTREAL —June 26, 2008— Each day companies across the nation struggle with identifying new ways to satisfy their most important asset, their customers. Retaining them is crucial for the survival of any business, especially in an era where it costs seven times more to acquire a new customer than to keep an existing one. Few companies realize that they can increase customer satisfaction by enhancing the technology of their basic communication system – the telephone. Automatic Call Distribution is one example of how businesses are tapping into their voice and data system to increase customer satisfaction.

Automatic Call Distribution (ACD) is an incoming call solution that systematically directs customer calls by routing them to specific representatives based on the customer's needs. The technology is designed to send a caller to individuals that have the necessary skills to effectively handle the specific customer inquiry. ACD is typically deployed with a predetermined set of parameters that are based on a company's business objectives and their philosophy of servicing their customer base. ACD is also not just limited to specific business functions. Multiple ACD queues can be arranged for a variety of areas including customer service, sales, and billing.

You're probably thinking, "this sounds great but what can it do for my business?" Well, this component of your voice and data system can do a number of powerful things such as:

- insure that customers are handled in the correct order
- eliminate trapping customers in an on-hold dungeon
- provide reports on call volume, wait times, answer times, and abandoned calls
- measure service quality, agent productivity, and performance
- monitor staffing levels to meet customer demand and insure agent workload is evenly distributed, particularly during spikes in call volume

"The features that ACD offers can be an incredible help to any organization. For example, by analyzing call reports, determining how to staff at certain times of the day, and strategically routing incoming calls, customers are connected to appropriate agents in a timely manner," said John Puma, vice president of sales of Connect it Networks. "Using ACD technology reduces follow up phone calls, which is typically very costly and prevents frustration among customers by getting them to the right location so their needs can be met."

Basically, any company that receives calls from customers on a regular basis is a candidate for ACD, especially those who sell products or provide services over the phone. The popularity of ACD has been increasing so rapidly, that it has dramatically driven down the cost where virtually any company can afford it. Mr. Puma stated, "Technology has to do two things for a business, increase its profitability and give it a competitive advantage. Implementing an ACD solution will do both."

Some organizations have now taken ACD to the next level by combining it with Converged Technology Integration (CTI). As a call comes in and is routed accordingly, CTI immediately identifies the caller, opens a database with his historical information, and presents the agent with a screen pop containing a personalized greeting. The agent now can interact and proactively assist the customer by providing an even greater level of service. This can have a tremendous impact on the customer, giving the organization an advantage over its competition.

Enlightened companies now realize the power of both ACD and CTI and how it can be used to increase customer satisfaction. These technologies provide additional tools to insure that customers have a positive experience, while at the same time increasing their overall perception of the company providing the product or service. Since today's customers are not as loyal as they once were, every step should be taken to prevent the most disastrous consequence of antiquated telephony technology, the customer leaving forever.

ABOUT CONNECT IT NETWORKS

Connect it Networks was founded in response to the ever-growing demands of companies seeking the latest in technology enhancements, more exclusive handling of their particular needs and, above all, a superior level of confidence in the support and maintenance of their communication infrastructures.

Connect it Networks is a professional organization, a Canadian-owned corporation specializing in providing the latest available technology, with the help of highly skilled specialists dedicated to providing Excellence in Execution to the North American market as a whole.

For more information on Connect it Networks please call 1-877-744-0756 or visit www.connectitnet.com.