

Macfarlane Company Overview

Overview

- UK based supplier of Contact Centre Systems
- Operating in Voice Processing since 1985
- Market leader in UK Local Gov't sector
- Expanding into UK private sector and overseas markets
- Own the IP to our products

35 years of Leadership & Innovation

- 1985 First UK approvals for US voice processing products
- 1995 First software-based call centre system in the UK
- 2005 Market leader in UK Local Gov't sector
- 2015 Pioneers in Contact Centre & Communication Management techniques

Macfarlane's Business

Macfarlane delivers solutions incorporating the latest thinking in Communications Management techniques and technologies that focus on improving customer service and reducing costs

- Skills and experience gained over 20 years
- Broad, relevant solutions using our own products and best of breed from our partners
- Bringing thought leadership and innovation to an increasingly complex operating environment

- Speed and quality of implementation
- Quick and responsive customer service

Ownership of IP

Macfarlane retains in-house control of its IP and product development allowing:

- Continued innovation and creativity in developing new features
- Working in conjunction with customers to create product roadmap
- Ease of customisation and integration with 3rd party applications
- Speed of response for support

Macfarlane Benefits

- Enhance customer service
 - Provide agents with relevant information across all media channels
 - Use technology more cleverly to improve customer satisfaction
- Create operational efficiencies
 - Serviceability - Easy to operate, support and maintain by the customer
 - Usability - User interfaces address the needs and expertise of users
- Reduce Costs
 - Enhance agent and supervisor productivity
 - Improve first call resolution for customer service issues.



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