macfarlane
where your conversations happen

Contact+

Omni-channel

Conversation Management

The nature of customer contact has changed

Customers now expect to communicate with organisations on the channel of their choice or you may risk losing their business.

Competition to gain and retain customers has set a benchmark by making interactions across multiple media channels the norm. This delivery of high-quality service has now led customers to expect the same from all businesses in both sales and customer service engagements.

Many businesses use the phone and email as their principal channels of communication, and these often operate as separate systems with no link or coordination between them.

With new modes of communication such as webchat and social media becoming more widespread, the task of managing these channels becomes difficult using a manual system. Businesses are increasingly turning to technology to solve this problem.

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Organisations expect their customer communication systems to be integrated with existing applications such as CRM so that they can drive process and workflow efficiency.

The recent Coronavirus pandemic has highlighted the need for employees to work more frequently, if not entirely from home. This need to work remotely has created the requirement for even greater levels of supervision than had been contemplated, or was available before. This is something that a good communication management system should be able to deliver as standard. Managing customer contact can be expensive, so resolving issues quickly and avoiding unnecessary agent involvement can ensure that your resources are focussed on delivering the maximum value.

The days of investing in fixed-cost solutions are over and the trend is now towards more flexible pricing models that can easily respond to customer demand. New deployments are now almost exclusively cloud-based and offer the benefit of a pay as you go commercial model.

Contact+ is one of the easiest to use omni-channel contact centre solutions available today. It helps organisations improve their customer experience by the use of innovative concepts and features. By providing timely relevant information it enables agents to easily handle enquiries, leading to rapid resolution and increased agent productivity.

A leading feature of Contact+ is its out-of-the-box Microsoft Teams and Dynamics integration capabilities. These reduce the number of user interfaces to simplify the experience, and utilise customer data to intelligently drive contact handling efficiency.

Macfarlane's Contact+ system helps organisations efficiently manage customer conversations; it is extremely easy to use and significantly improvesbusiness productivity. Its scalable cloud-based software seamlessly integrates with Microsoft Teams & Dynamics applications.

Transform your customer experience with Contact+

Manage customer conversations intelligently and efficiently.

Improving the customer experience with omni-channel technology

Contact+ delivers a true omni-channel customer interaction capability. It was developed from the ground up to specifically manage customer conversations over multiple channels. The integration of voice, email, social media, webchat, SMS and IVR is seamless and standard within the application.

The process of configuring and managing interactions for supervisors and agents is easy and intuitive. This improves employee job satisfaction and allows staff to service customers more quickly and effectively.

The Contact+ customer experience is consistent across all contact channels, thereby reducing customer frustration and enhancing overall service quality. This also drives productivity by enabling interactions to be handled more quickly and accurately.

Contact+ delivers these benefits by focussing on clarity, context and continuity to help simplify an increasingly complex operating environment. The selective use of automated services within Contact+ allows a high level of customer service to be delivered, along with an excellent customer experience using minimal resources.

With new modes of communication such as webchat and social media starting to become more widespread, the task of managing all these channels becomes impossible using a purely manual system.

Businesses will therefore increasingly turn to technology to solve this problem. Furthermore, organisations expect customer communication systems to be integrated with existing applications such as CRM to immediately add further value.

It seems clear that the use of these advanced capabilities in the wider business community is set to become as necessary and commonplace as it currently is within contact centres. Contact+ has been designed specifically to service this emerging requirement for a genuine omni-channel solution that is fully scalable both in terms of size and feature set.

Driving productivity through efficient conversation handling

Ensuring that employee time is optimised and that customer enquiries are handled effectively is a priority for all organisations. Contact+ ensures the effective handling of customer interactions by applying business rules using customer data to map the enquiry to the most efficient means of resolution. Whether it is a sales call or the need for technical support, routing to the person with the requisite skills to handle the request results in a better customer outcome.

Capturing the customer contact history is also a key feature of Contact+. The deep integration of voice, email, social media, webchat, SMS and IVR ensures that a complete picture of past interactions can be neatly presented to the agent handling the next contact.

This is embodied in the unique and innovative concept called Conversation Management, developed by Macfarlane and applied at the heart of its Contact+ omni-channel contact centre system. Conversation Management maintains an awareness of complete conversations. These can be composed of any number of interactions taking place between an organisation and its customers and presented to agents as a single unified thread. This empowers agents to provide quick relevant responses, improving customer satisfaction, increasing agent productivity and reducing costs.

Managing conversations with market leading applications

Managing customer interactions in an environment that is familiar to users and compatible with common applications is easier and more productive. To promote this concept Macfarlane has developed Contact+ to work seamlessly with Microsoft products and in particular with Teams as a user interface and Dynamics as a CRM integration.

Integrating easily with Microsoft applications allows Contact+ to be implemented with little or no business interruption. Contact+ provides a single screen interface for use with Microsoft Dynamics, and users can utilise the familiar Teams desktop for Contact+ without the need for another desktop client. Both of these features greatly help to simplify and improve the user experience.

Further integration with Dynamics allows Contact+ to use customer data to route calls to the most appropriate resource and to make interaction data such as call recordings available to Dynamics users.

Information requested by customers can also be provided to them from Dynamics using automated services, thereby enabling customer self-service which reduces the need for expensive agent resources. Contact+ compatibility with Active Directory allows the status of colleagues to be known so that they can be easily consulted to resolve customer issues. In addition, the SIP interface ensures that integration with voice networks is seamless across all telephony providers.

Contact Centre Challenges

Here are some common issues that Contact+ addresses.

2. Upgrade

We have a legacy contact centre which needs to be upgraded but our IT environment is complex

Quickly implement technology that easily integrates with existing IT infrastructure and applications such as CRM

Benefit
Integrate a new contact centre solution with your existing technology quickly and with the minimum business disruption.

1. Engage

Our contact centre can currently only handle phone enquiries

With Contact+ you can implement a system that supports multiple contact channels and allows agents and customers to switch between them

Benefit
Increase Net Promoter Score and deliver an excellent omni-channel customer experience

3. Serve

Our customer service is poor yet our cost to serve is increasing

Drive productivity gains and cost savings in your contact centre by presenting a single view of customer interactions with a familiar Microsoft Teams interface

Benefit
Significantly improve your customer experience and reduce the number of agents required to deliver a great service

Significantly improve customer experience with Contact+

All the features you need for great customer conversation management.
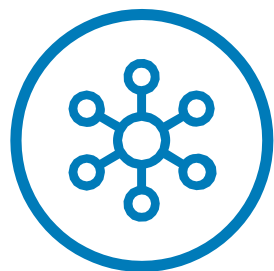
Omni-channel
Contact+ has been specifically designed to manage customer conversations over multiple channels, including voice, email, social media, webchat, SMS and IVR.

Microsoft compatible
With its feature-rich integrations with Microsoft products such as Teams and Dynamics, Contact+ adds significant out-of-the-box value to Microsoft 365 users.

Cloud-based
Delivered as a Microsoft Azure cloud service, Contact+ is totally scalable, distributed and offers a high level of availability.

Easy to use
Contact+ is the easiest to use omni-channel communication management system, presenting all contact channels in a single intuitive interface.
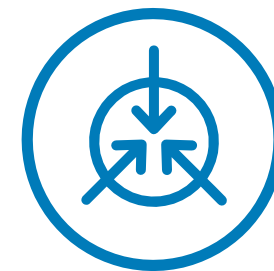
Conversation management
Contact+ manages dialogues occurring over multiple channels between an organisation and its customers, presenting them to agents in a single unified conversation thread.
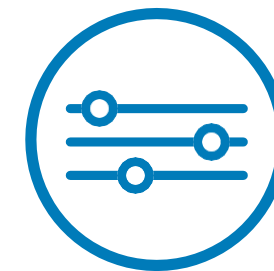
SIP Compatible
The Contact+ SIP telephony interface ensures that integration with voice networks is seamless across all telephony providers.

Integrations
The scalable cloud-based software seamlessly integrates with Microsoft's Teams & Dynamics as well as other common applications providing out of the box added value.

Innovative system
Contact+ has been developed using leading technology and the very latest customer communication management concepts and techniques.

Contact+ is an innovative omni-channel contact centre solution, built using the latest technology to support multiple channels, and delivered as an on-premise system or a cloud service.

Background & Experience

Macfarlane has over 25 years' experience of helping organisations communicate more effectively and productively with their customers. This knowledge and experience has been used to create Contact+, the most innovative and easy to use communications management platform on the market today.

Flexibility for Change

The Contact+ cloud-based service supports flexible working environments, allowing people to work more effectively wherever they are. Business continuity and disaster recovery plans can also be more easily implemented using cloud technology. Contact+ ensures that as customer requirements grow and expand into other regions, the service can be easily scaled in-line with demand on a pay as you grow basis.

Transforming Customer Contact

Contact+ can significantly change the experience you deliver to your customers. Using its full omni-channel capability it allows them to contact you however and whenever they wish. This ensures that you can effectively engage with customers whatever their communication preferences. Using its comprehensive integration capabilities with other business applications, Contact+ ensures that the right information can be presented to the agent at the right time.

Contact+ is extremely easy to use, where the deep integration with MS Teams ensures a familiar agent environment resulting in rapid enquiry resolution and improved customer satisfaction.

Working With Experts

Macfarlane have combined their contact centre experience and technical excellence to create Contact+, an innovative and market leading communication management system. With a wide range of features and flexible pricing structure, Contact+ is the ideal choice for any organisation that operates a contact centre. Its unique scalability means that it can bring functionality, usually only found in larger deployments, to much smaller businesses with a need to professionally manage their customer contacts.

Innovative Concepts

Macfarlane have a pioneered a unique and innovative concept called Conversation Management that they have implemented as an integral part of Contact+. Agents are presented with customer interactions in a single unified conversation thread allowing these to be managed more effectively, thereby improving the customer experience, increasing agent productivity and reducing costs.

Changing your Customer Experience

Contact+ is a unique conversation management system that can significantly improve your customer engagement. Wherever you are in your customer management journey we can help you define your transformation roadmap and implement this with a new customer contact solution.

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