



**macfarlane**  
where your conversations happen

**Contact+**

**For Reseller Partners**

Omni-channel

Conversation Management

# Market Overview

**The market for the management of multi- channel customer communications is expanding from traditional contact centres into the general business arena.**



A new market is emerging in the general business community for systems that can effectively integrate the management of multiple customer communications channels.

The same drivers that have powered the contact centre market have started to become relevant to all businesses with a sales and/or customer service operation.

**There are now two separate markets: the traditional contact centre market and a new emerging general business market**

Improvements in the quality of the customer experience in such sectors as on-line retail have raised the expectations of consumers to be able to interact with any supplier on the media channel of their choice.

Most businesses use the phone and email as the principal channels of communication, and these currently operate as separate systems with no synchronisation between them.

With new modes of communication such as webchat and social media starting to become more widespread, the task of managing all these channels effectively becomes almost impossible using a purely manual system. Businesses will therefore increasingly turn to technology to help them solve this problem.

The recent Corona virus pandemic has increased the need for employees to work more frequently or entirely from home, creating an even greater need for managers to know how remote workers are handling customer communications.

This requires greater levels of supervision, management and reporting than was contemplated or available before, but this is something that an omni-channel communications management system can deliver out of the box

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.

This will create a new and attractive market for vendors able to offer an affordable omni-channel solution, that is both feature rich and easy to deploy and use



# Contact+

**Macfarlane products help organisations efficiently handle customer conversations. They are extremely easy to use and significantly improve business productivity. The scalable Azure cloud-based system seamlessly integrates with Microsoft Teams & Dynamics applications.**

Macfarlane has over 25 years' experience of helping organisations communicate more effectively and productively with their customers.

Macfarlane has leveraged this knowledge and experience to create Contact+, the most innovative and easy to use communications management platform on the market today.

The increase in multi-channel customer communications involving the telephone, email, web and social media has introduced new challenges for all businesses in being able to manage their customer service and sales operations, where failure in this area can damage competitiveness and even threaten a business's survival.

Contact+ has been specifically designed to address these challenges by implementing unique concepts such as Conversation Management better than anyone else.

Using Contact+ helps organisations dramatically improve their customers' experience, thereby helping to secure their future by gaining and retaining customers.

Contact+ uses Orleans, Microsoft's very latest Azure cloud platform offering customers a fully distributed service with the highest levels of availability and scalability.

**Contact+ is the most intuitive and easy to use omni-channel communications management system available in the market**

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

Macfarlane's goal is to make multi-channel communication management tools and techniques available to every business with a sales or customer service operation through affordable pricing, quick and easy implementation, and ease of use.



# Improving the customer experience with omni-channel technology

Driven by online retail excellence, customers have come to expect that their customer service interactions will be quick and efficient, and conducted over a medium of their choice.

This means not having to repeat themselves each time they request customer service and receiving the same high level of service no matter which channel they choose.

Contact+ is able to deliver on these expectations as a result of its original design concepts. Having been developed from the ground up specifically to manage customer conversations occurring over multiple channels, the integration of voice, email, social media, webchat, SMS etc. in Contact+ is both seamless and consistent.

The process of configuring and managing interactions for both supervisors and agents is equivalent for all media, thereby contributing to ease of use and a more intuitive approach to operating the system. This improves employee job satisfaction and allows staff to service customers more quickly and effectively.

Consistency is perceived by customers in their interactions with the organisation, contributing to higher levels of customer confidence and resulting in an enhanced customer experience.

# 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 and/or using customer data to map the enquiry to the most efficient means of resolution.

Capturing the customer contact history is also a key feature of Contact+. The deep integration of voice, email, IVR, SMS, webchat and social media 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, comprising any number of dialogue interactions, taking place between an organisation and its customers, and

enabling agents to view them as a single unified thread.

Conversation Management helps to promote continuity for customers, who no longer have to repeat themselves, and clarity and context for agents who can immediately see whole conversation histories.

This empowers agents to provide quick relevant responses, adding to customer satisfaction, increasing agent productivity and reducing costs.

From the customer perspective, having an enquiry handled effectively by a well-motivated and engaged person delivers a much better experience.

By empowering users with the necessary information to be able to execute their role without the distraction of having to cope with complex technology, Contact+ allows them to feel more fulfilled and therefore more likely to perform well, and less likely to want to change jobs.





# Contact+ for Reseller Partners

Contact+ represents real value to resellers wishing to accelerate their access to those clients who have a requirement for managing customer expectations and experiences.

Partnering with Macfarlane by adding Contact+ to your product portfolio will add value to your existing telecoms or IT offering by delivering new omni-channel solutions to your customers.



# Macfarlane helps resellers easily enter a unique part of the market for customer communications management. The product is extremely easy to configure and use, the scalable cloud-based software seamlessly integrates with Microsoft's Teams & Dynamics applications.

## Reseller market overview

Macfarlane have tailored their communications management system into a product suitable for the general business market to be sold to end users primarily via resellers.

This has involved creating a totally cloud based service delivered from Azure, and configuring the product to be purchased, provisioned, learned and billed with no or minimal human input.

This is necessary to support a low-cost pricing model in a very large addressable market, with the ability to profitably service very small to much larger customers.

It also prepares the product to be delivered via the reseller channel. The market is crowded with essentially two types of technology resellers; telecoms players diversifying into applications and IT providers looking to capture network and services revenue.

Contact+ is a hybrid product covering both telephony and IT and is therefore particularly well suited and attractive to both types of reseller.

For the IT reseller with a foothold already in an organisation's IT system, it represents an opportunity to expand into managing customer communications. Besides the SIP trunking required for telephony, Contact+ is very heavily IT biased with the non-voice media that it supports (e.g. email, web chat) and the applications it integrates with (e.g. CRM).

For telecoms resellers it represents a chance to deliver higher added-value multi-channel services that increase their revenue, protect their customer base and improve the customer experience. This is particularly relevant in a market where telephony is becoming a commodity with strong competition, low pricing and eroding profits.

For both types of reseller, Contact+ allows them to expand their offering and demonstrate new areas of competence.

There is currently a growing market for technology products that enhance customer experience in sales and service interactions. Macfarlane's Contact+ is an omni-channel customer communications product that is ideally positioned to address and exploit this market demand.

## Contact+ for Resellers

Contact+ is a modern technology product that addresses new and growing requirements in the general business market for communications management. It is ideally suited for technology resellers because it offers a fresh sales opportunity with excellent margin and recurring revenue, that can help to strengthen and grow their businesses.

Contact+ is easy to sell because it readily integrates with the product portfolios of both IT centric and telco specialist resellers.

### It allows resellers to:

- Expand the scope of their offering and skills, thereby protecting themselves from being too narrowly focused
- Leverage their existing customer base with a new add-on product, generating new revenue streams and reducing churn
- Increase their appeal, become more competitive and win new customers

## Benefits of Macfarlane

For technology resellers or integrators wishing to expand their product portfolio, the most ideal candidate would be a product that complemented and added value to their existing product set.

Incorporating both telecoms and IT technology, Macfarlane's Contact+ communications management platform is an ideal choice.

It can add IT related communications (e.g. email, web chat, social media) to an existing telecoms environment and it can also enhance an IT environment (e.g. CRM system or any type of application or database) with a complete multi-channel communication capability.

There has never been a better time to bring a new customer experience product to the market as interest is high and continuing to grow, driven by the benchmark set by the phenomenal success of the online retail giants.

Contact+ is price competitive, offers a recurring revenue stream and gives generous reseller margins. It addresses a strongly developing business need and can be sold to small, medium and large size organisations.

The attractiveness of the Macfarlane solution is further enhanced by being a truly SaaS platform. It requires no additional hardware or software to be deployed and integrates easily with existing telecoms and IT environments. This is attractive to resellers because solutions that are easy to deploy, cost effective to maintain and that provide a source of monthly recurring revenue are highly desirable.

Pricing is a subscription based opex model requiring no up-front capital investment, and discounts are available for longer term prepaid contracts. Macfarlane offers a white-label option allowing resellers to seamlessly integrate this product with their portfolio by applying their own branding.

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