Connect, Communicate, Compete

Customer Interaction Solutions from FrontRange provides call centre telephony features to your sales and support teams

GoldMine® Voice Solutions

The FrontRange GoldMine Voice Solution is a comprehensive communications solution that combines the two most powerful customer contact business tools: your phone system and your CRM solution. It is designed to help businesses deliver an optimal customer experience using advanced VoIP telephony to drive business value in every customer interaction.

Your phone system is one of the most important elements in the customer interaction. Its capabilities enhance or limit your ability to leverage the applications and technology currently supporting your business. GoldMine Voice Solution gives your business the ability to support best practices in customer relationship management (CRM) with calls into your business or calls out to your customers.

CONNECT

GoldMine Voice Solution is a complete phone system designed to leverage the power of GoldMine®. For many years, organisations have understood the competitive edge that can be achieved by linking phone systems and business applications together. This traditionally complex and expensive process has now been made easy and affordable. Designed from the ground up as an integrated solution, GoldMine Voice Solution provides enterprise-class communications to your GoldMine CRM solution, without expensive hardware or complicated installations. And it's designed to work with your existing phone systems, not replace them.

COMMUNICATE

GoldMine Voice Solution includes an advanced, software-based VoIP telephone system with unified messaging voicemail, allowing you to receive voicemail and email from a common inbox; automated attendants; inbound and outbound productivity applications; and simplified self-management and reporting. You will provide better customer service, whether to your existing customers or prospects, by knowing more about them when they call, and who should be handling their enquiries. This approach ensures that you have all the communication capability you need to drive sales, service your customers and manage your business.

COMPETE

Combining CRM with advanced IP communications makes businesses more competitive by being more responsive to their customers and driving down the costs of communications. With the simplified management of a single integrated system, you reduce the need for expensive outside technicians for multiple systems and third-party computer telephony integration (CTI) providers. You can also eliminate interoffice call charges by communicating with remote offices and remote workers with VoIP. Break away from the high-cost proprietary hardware model by utilising industry-standard network components and gateways, SIP standards–compliant phones or USB handsets, ensuring you don't get locked into expensive proprietary hardware providers.

GoldMine

*Creating Customers for Life®*

KEY INFORMATION

- Know who calls and what about

- Treat exceptional customers exceptionally

- Save customer's time

- Agents represent your company image better

- Call prioritisation

- Personalised greetings

- Personalised routing

- Agent screen pop

- Maximise use of agent time

- Answers calls after hours

- Outbound preview and progressive dialing

- Automatic call list processing from

- Integrated marketing campaigns

- Integrated dashboards put you in control

Every Call Is Answered

GoldMine Voice Solution intelligently distributes inbound calls to available GoldMine users. Calls can be sent to different departments or different groups of GoldMine users based on the information contained in GoldMine about the customer, including open cases, products owned, and menu choices made by the caller. If no one is available in one department, calls can roll over to another GoldMine user group or even be handled through self service, and have the message appended to the appropriate contact record.

Save Time Answering Calls

Once your customer chooses which department he or she needs, the call is immediately routed through to the next available person in that department. At the same time, the employee receiving the call gets a screen pop of that customer's GoldMine record so the employee can preview the customer's record before picking up the phone. This screen pop also occurs when a call is transferred between GoldMine users. This approach dramatically reduces the amount of time spent retrieving customer records and eliminates the need for the caller to repeat identifying information.
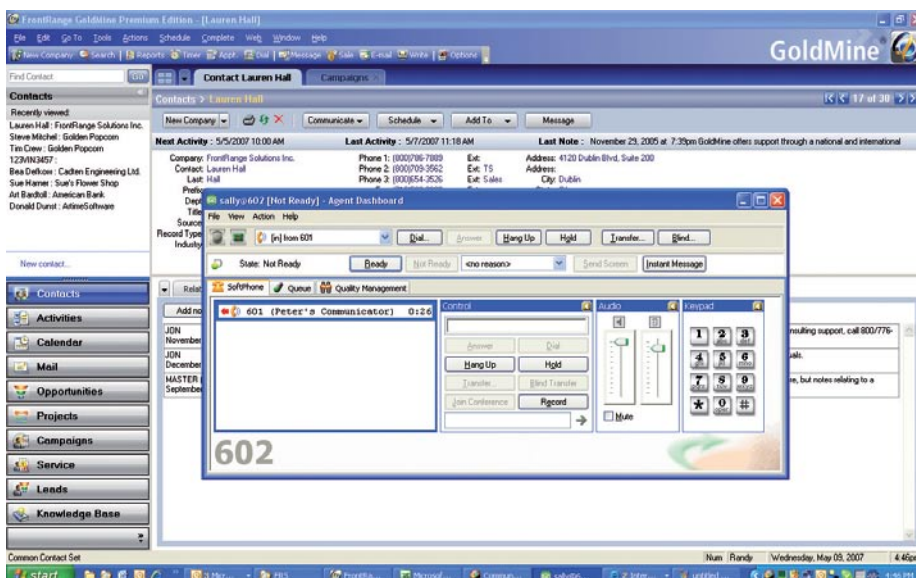
Intuitive User Interface makes managing customer contacts easy.

Never Miss an Opportunity

Even if there is no one available to answer a call, GoldMine Voice Solution will record a voice mail message and attach it to a customer's history record. The attached voice message is available for review, and the GoldMine user can click and dial right out of the history record created. If the customer chooses not to leave a message, GoldMine Voice Solution will still record the fact that the call was made by completing an activity record that includes the associated caller ID, if available. In both cases, history records could be automatically included into an ongoing outbound calling campaign, making customer callbacks easy, reliable and timely.

Save Time Making Calls

Making outbound calls using GoldMine Voice Solution couldn't be easier. A user can click to dial any contact number directly from the included softphone.

MORE INFORMATION

Call +44 (0)118 951 8000 to speak to a FrontRange Solutions representative today, and discover the benefits of GoldMine Voice Solution.

Other Offices include:

Germany   +49 89 31 8830
France   +33 13 926 5555
Italy   +39 03 654 48253
Spain   +34 91 550 1646
South Africa +27 11 325 5600

www.goldmine.co.uk

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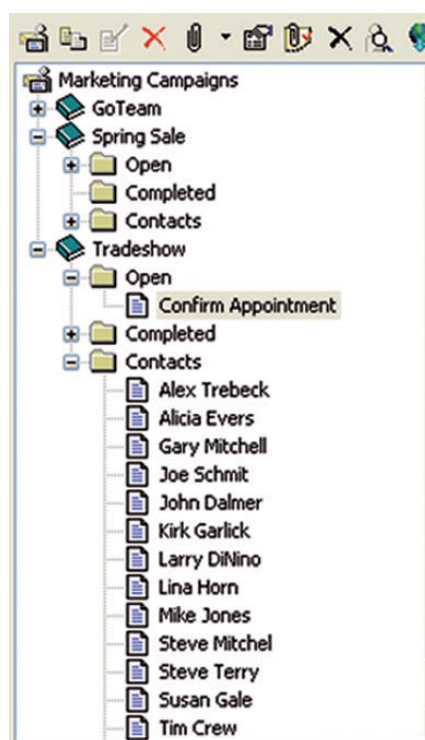
Outbound Calling Campaigns

To execute your marketing campaigns more efficiently, GoldMine Voice Solution offers an optional campaign management module with automated preview or progressive dialing. Users associate GoldMine contact lists into marketing campaigns. The campaign manager then defines the dialing strategy, including which numbers to dial (home, work, etc) and what times of day to attempt to contact each party.

As a GoldMine user logs into a campaign, a campaign target contact is automatically presented for review. With a simple click, the number is automatically dialed and the "Complete Activity Dialogue" box pops onto the screen. This ensures that you capture the detail of the outbound conversation. For each campaign you can also specify an outbound script to be automatically presented when the call is dialed. If the call is completed appropriately, it is tagged complete. If the contact is not made, the target contact record then automatically goes back into the calling pool. As an employee finishes a call, or becomes available, the next call is presented for review, keeping sales teams focused and engaged. Outbound calls are distributed based on user availability, which accommodates variable conversation lengths and simplifies list management for the outbound campaign. The resulting data is kept by GoldMine as history records and can be later tabulated or exported.
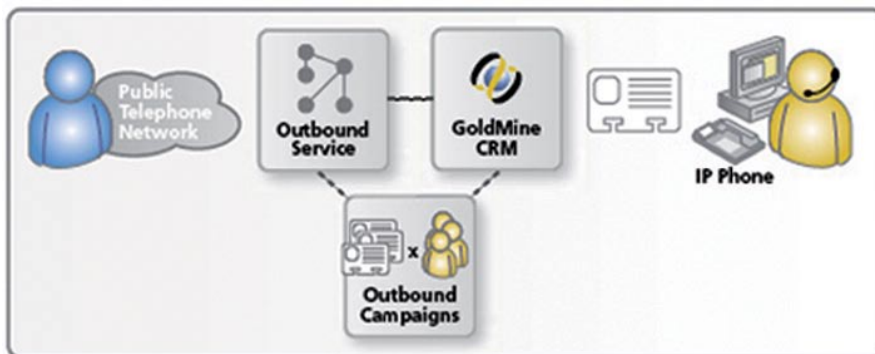
Integrated Dialer makes Sales Teams more productive by dramatically increasing talk time

Because the target contact records, phone lists, telephone system and reporting are all integrated into an easy-to-manage campaign, relevant data is captured in the most efficient manner, ensuring that campaigns are executed effectively and yield maximum results.

GoldMine Outbound Campaign Dialing Features

• Assign a group of contacts to a group of GoldMine users.

• Make use of preview dialing (a record pops up before dialing), or progressive dialing (a record pops up, and the call begins immediately)

• Users may participate in both inbound and outbound activities simultaneously.

• Multiple simultaneous outbound campaigns are supported.

• Increase talk time by intelligent handling of busy, no answer, etc.

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Real Time and Historical Reporting

GoldMine Voice Solution provides an in-depth set of historical reports and real-time views that address the challenges associated with managing multi-channel and multi-site contact centres. View real-time data and historical reporting through an easy-to-use graphical dashboard. Dashboards can be tailored to meet a user's specific needs to see the health and performance of your contact centre by providing performance data to benchmark against colleagues which promotes competition among agents and sales teams. Real-time reporting includes remote console and multiple connections, enabling you to keep your finger on the pulse whether you are at your desk or out of the office. The web-based Historical Reporting includes over 80 pre-built reports enabling you to gain benefit from day one.

Quality Management Tools

GoldMine Voice Solution includes both on-demand and scheduled conversation recording capabilities. Users can record appropriate conversations and attach

"You are the only vendor that we have talked to that can deliver a pre integrated interaction management solution from a single vendor. All the telecom companies have no CRM offering."

"FrontRange can provide the level of integration I have seen companies spend six figure sums trying to achieve!"

them to customer records. Recording calls associated with an outbound calling campaign is especially useful to gauge the quality of campaigns while they are running. As you review and identify good interactions, you can immediately use the recording to train other employees to do the same. You can also rate recordings to provide tracking over time to guage your training effectivness.

You can view how many customers are on hold at any given moment, to know if you need to engage more people to keep up with the incoming flow. You can monitor phone calls in real time, and if necessary you can talk with just your agent, or even join the conversation if warranted.

Goldmine Voice Solution Agent Dashboard

The GoldMine Agent Dashboard makes using the GoldMine Voice Solution simple. This application is designed to let you handle common telephone tasks with ease and confidence.

• Message waiting indicator
• Call answer and dialing
• Desktop conferencing
• Multiple call handling
• Call transfer—blind and supervised
• Call hold
• Call conferencing
• Volume control
• Conversation recording
• Call history tab
• Click-to-dial

• Caller ID screening
• Queue visibility
• Call monitoring, whisper coaching and barge

IP Extension Support

If your users prefer, GoldMine IP Voice Solution can also be deployed in conjunction with SIP-standard IP telephone handsets for your users who are more comfortable with a traditional phone handset.

Support for Remote Users

Remote GoldMine users can work as efficiently as if they were in the main office. Using voice over IP extensions, remote users have access to all of the features and capabilities of the GoldMine Voice Solution by using high-speed Internet connections from virtually anywhere.

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