



October 2008 Week 2

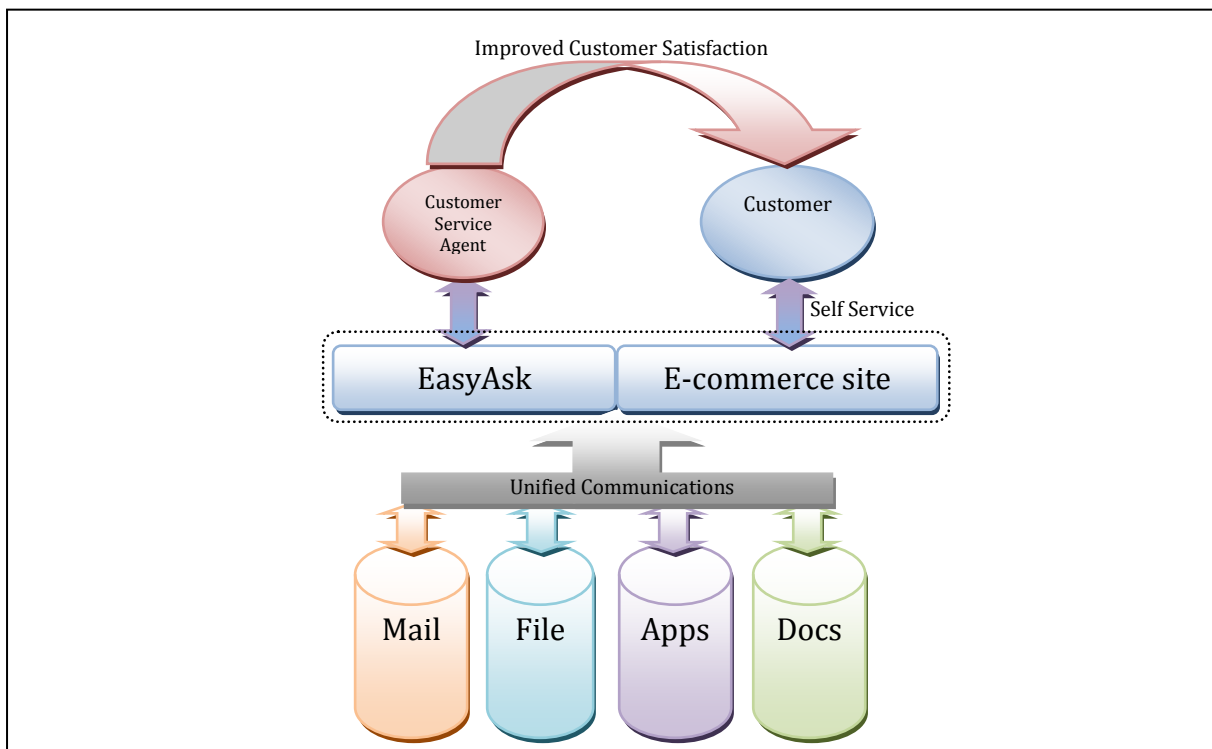
Self-service an EasyAsk reality

In a fast-paced society, very few people have time to listen to contact centre agents deliver a scripted sales pitch. E-commerce is becoming increasingly popular as more people gain access to the Internet. Having access to product information, making a decision and purchasing a desired product is possible without once interacting with another individual.

EasyAsk is a new age business intelligence (BI) tool that allows contact centres to query information from various databases on a single unified communications platform. This functionality enables contact centre agents to gain access to the most up to date information when they interact with a client, but that is not the only benefit.

EasyAsk's e-commerce module uses the same database information to automate contact centre functions. This allows customers access to information once intended for contact centre agents. Customers can access product information and make informed decisions on their own time. Products can be purchased on-line and delivered to the customer's doorstep in just a few clicks.

Automating contact centre functions can save companies tremendous amounts in telephone call charges and labour. It can also improve service delivery, allowing very little room for human error from the contact centre's perspective. What would have been contact centre agents now become customer service agents. These agents can focus on after-sales service, improving company image and encouraging customer loyalty through excellent service delivery.



E-commerce is becoming a necessity in most industries, and contact centres are no exception. Relying on EasyAsk to automate contact centre functions in order to create a stable and reliable e-commerce platform is taking a step into the future. Don't get left behind.

The EasyAsk® application promises:

- Real time Interaction Management across all platforms
- Accurate MIS and Reporting
- Self-Service(E-commerce)
- Work force optimization
- Drive Management (Dashboard)
- First call resolution
- Up selling
- Improved customer satisfaction
- Data Cleansing (Lead optimisation)
- Contact Centre Architecture
- Saas (Software as a Service)

EasyAsk promises to empower customers and to free agents to ensure excellent service delivery. E-commerce ensures self-service satisfaction.

QBCon cuts Business Intelligence costs

Even very sizeable businesses can now install a business intelligence tool in under three weeks – without having to make any significant changes to their current database systems. QBCon, the business solution provider who makes this possible, has already accomplished the feat several times in the past two months. Europ Assistance, Nedbank, IHD, and Matrix vehicle tracking have all benefitted from EasyAsk® installations by QBCon. [Read more...](#)

