

In this issue:

- **Easy Access to Info Reduces Phone Time for Call Centres**
- **News**
- **Announcement: Video – Increase Your Conversion Rate.... It's easy with EasyAsk**
- **EasyAsk Breakfast**

Easy Access to Info Reduces Phone Time for Call Centres

The more calls a call centre operator can handle, the greater the operator's productivity and consequently the greater the call centre's profit. The irony for outsourced call centres is that they would like their operators to spend less time on the phone. The shorter the amount of time an operator spends on the line with one client, the more calls he or she can take in a day. **Read more...**

News

Momentum: Momentum, a division of the second largest financial services group, First Rand Group, invested in a unique Business Intelligence (BI) tool called EasyAsk. Implementation of the BI tool is to be done by QBCon. With the implementation of EasyAsk, Momentum can manage the complexity behind tough business decisions and extend the value of data warehouse.

Announcement

Video – Increase Your Conversion Rate.... It's easy with EasyAsk

“As an online merchandiser, you need to increase conversion rates to generate more sales while responding rapidly to market and customer demands...”

The video explain how you can increase conversions with EasyAsk. Click on the video image to view it from the QBCon website.



EasyAsk Breakfast



As a registered EasyAsk Application Partner for Progress SA, QBCon will host a Breakfast Session on 27 August 2008, at Emperors Palace. The speaker will be announced soon.

Our previous speaker presentations are available for download on the QBCon website at <http://www.qbcon.com/breakfast-download>.

If you would like to attend you can contact Karin Grimbeek at karing@qbcon.com.

For previous EasyAsk newsletters **click** here...