



# Company Profile

## Mission

***"Commitment to our customers to supply the best possible contact centre solutions that suit their requirements, at the most affordable prices."***



Head Office in

## ***RealConnect – A Decade of Service***

**REALCONNECT** is an innovative developer and supplier of contact centre software, systems and recording solutions to the South African contact centre market. The company, with its head office located at Stellenbosch Technopark, also has offices in Gauteng and Durban.

**REALCONNECT** is a 100% South African enterprise that has been in business for ten years. We have supplied over 3000 seats throughout the country and are the preferred supplier of contact centre and recording products to TELKOM - an endorsement of technical confidence in our products.

With **REALCONNECT**, you will receive an exclusive blend of technological know-how and expertise, coupled with the ability to uniquely tailor each contact centre to meet your own special requirements. Through our in-depth knowledge of the local contact centre industry we have the ability to offer insight and perspective on improving customer contact centre productivity, at a competitive price.

Customer benefit is the yardstick by which we measure every product innovation and each component of our service programme. We have extensive knowledge of customer requirements in various fields like outbound sales and debt recovery that will improve customer contact centre productivity and efficiency.

**REALCONNECT** prides itself on being more than just a product supplier, but strives to be a technology partner with their customers. We offer a fully customised solution that considers our customer's risk profile, business requirements, time to market and service requirements.

Through the support of BEE contact centres like DCM InContact, Contact Connections and Contact 4 during their start-up phases, and our hosted offering for new operators in the contact centre industry, **REALCONNECT** has made a major contribution to both the growth of contact centres and job creation in South Africa.

### **REALCONNECT** Key Products and Services:

- Contact centre systems - inbound, outbound and blended. All are fully scalable with optional features that can be added as and when required.



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## **Product Benefits & Features**

**Do you have a unique requirement?**

**We have solved many "unsolvable" problems for our clients.**

**Give our technical team a call - you will be amazed at what is possible!**

### **Inbound**

#### **Do you make your clients see red by:**

- ☹ Continually transferring their calls?
- ☹ Making them phone different departments?
- ☹ Not answering their calls?
- ☹ Making them wait?
- ☹ Cutting them off?
- ☹ Making them speak to different agents every time they call, instead of building a relationship?



#### **Do you want great customer relations?**

#### **Route your calls more effectively:**

- ☺ By means of Interactive Voice Response (IVR).
  - Introduce your company and different service departments to your callers.
  - Identify your customers by caller ID or with a customer code.
  - Prioritise your customers for different service levels.
  - Allow for overflow, after hours or outage conditions.
- ☺ *Cashing in on your agent skills base – send your callers to the right agents.*

#### **Increase the efficiency of your call handling service:**

- ☺ Automatic screen-pops – give client information to the agents as they answer the call.
- ☺ Intelligent break outs – give your customers the choice to leave a message rather than wait in the queue.

#### **Improve your customer relations:**

- ☺ Intelligent queuing - Inform your caller of their position in the queue and estimated time to wait.
- ☺ Break outs which give the caller the option to leave a message for an agent to return their call.
- ☺ Route callers to their preferred agent.
- ☺ Agents address the caller by name when answering the call. They also have the customer's details in front of them and can deal with issues immediately.

#### **Improve your knowledge about the people that call your organisation:**

- ☺ CC2Capture is a CRM system from which agents call leads and through which they accurately capture client information to your database.
- ☺ Intelligent routing of Top 100 customers.



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- ☺ Database add-on – have your client key in a policy or ID number
- ☺ Make intelligent use of and route calls my means of Caller ID.
- ☺ Give high level clients direct dial-in numbers (DDI).

*Do you want to manage your call centre staff more effectively?*

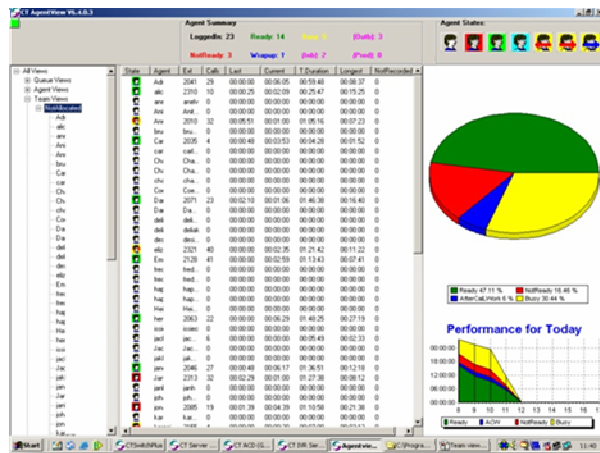
## Train your staff:

- ☺ Use recordings for peer and self-evaluation of interactions with customers.
- ☺ Have agents listen to their own manner of speaking.
- ☺ With our **CTS** system, supervisors can listen silently to new agents, whisper information or tips to the agent while they are speaking to a client, without the client hearing, or even barge in on the conversation and interrupt the agent.

## Make your call centre staff more efficient:

- ☺ Time control:
  - o Agents log in and out of the system.
  - o See the time agents spend on waiting, talking, after call work and not being available.
- ☺ Give supervisors the tools to monitor:
  - o Agents' status – busy, on hold or logged out.
  - o How many calls are in queue?
  - o How many calls are being dropped?
  - o Service levels being achieved.
- ☺ System statistics give you the ability to:
  - o Identify tendencies.
  - o Better manage lunch breaks.
  - o Increase staff during peak periods.

Agent View provides supervisors a view of the performance for their team and individual agents



## Motivate your call centre personnel:

- ☺ Let them listen to their voice recordings to hear how they have improved.
- ☺ Wallboards show agents the call load, encouraging them to finish up quicker and help them focus.
- ☺ Provide the agents with their performance statistics on a daily, weekly or monthly basis – linked to incentives.

*Do you want to improve functionality within your business?*

## Ensure business continuity

- ✓ **CC2 CAPTURE** is a customisable data-capturing front-end. Screen layouts are designed to prompt the agent to ask the "right questions at the right time" for fast but accurate capturing of data.
- ✓ With **CC2 CAPTURE**, your customer's information (personal and transactional) is available to all agents and other staff. You are not left with gaps when staff leave.



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- ✓ Call recordings are useful to train staff on how you want calls handled (& not handled) within your organisation
- ✓ System statistics help you monitor your service levels and agent performance.

## Manage disputes

- ✓ With customers – by using **CC2 CAPTURE** information and voice recordings that will stand up in court.
- ✓ With staff - use voice recordings and system statistics in labour disputes.

## Outbound

An expected success rate of 2 – 6% of calls made to sales achieved is the accepted norm within the Telemarketing industry.

### *Do you want to increase the number of calls your agents can make?*

#### Get them dialing faster with **PREVIEW DIALER:**

- ✓ Agents click on a contact list rather than dialing manually.
- ✓ The system can dial far faster than the agent can.

#### Get more calls made with **AUTO PREVIEW DIALER:**

- ✓ As the agent puts the phone down the system automatically dials the next lead.
- ✓ More leads are contacted in this way.

#### Increase the number of live calls made with a **POWER DIALER:**

- ✓ The system dials a fixed ratio of numbers to call centre agents (eg 3 calls made for every agent).
- ✓ The first number that is answered gets put through to an agent.
- ✓ Time is not wasted on agents making calls that are not answered.

#### **Benefits:**

- ↑ Increased number of calls answered by the target.
- ↑ Increased productivity.
- ↑ Increased profits, as more calls can be made with fewer agents.



#### Tap into agent efficiency with **PREDICTIVE DIALER:**

- ✓ Based on agent experience, length of calls and data quality, the system adjusts the dialing ratio.
- ✓ The dialer estimates when calls will be terminated and has the next lead on the line, as the agent finishes their call.
- ✓ The power in the system is the fact that it adjusts the algorithm as the hit rate and length of conversations change.



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## Benefits

- ↑ Call centre statistics show that campaigns using predictive dialing typically achieve a 100% PLUS increase in talk time per hour, compared to a conventional power dialer driven campaign.
- ↑ Agent idle time is cut to a bare minimum.
- ↑ Increased productivity.
- ↑ Increased talk time.

The screenshot shows the RealConnect software interface. At the top, there are several status indicators with green checkmarks: 'Working to Database', 'Max Calls Collected', 'Processing Contacts', 'Processing Campaigns', and 'Feedback Timeout'. Below these are various input fields and buttons. The main part of the interface is a table with the following columns: Campaign Name, Method, Power/Type, Active, Agents, Holders, Available, Contacts, Success, Cost, TalkTime, and %.

Campaign Name	Method	Power/Type	Active	Agents	Holders	Available	Contacts	Success	Cost	TalkTime	%
NEW 2011 11 01	AGENTPOWER	1700	100%	010	05 00	0	00	0.00	4.00	100	11
PROG 21 01 01	AGENTPOWER	1700	100%	013	05 00	0	00	0.00	4.00	100	11
100000 000 000	AGENTPOWER	1701	100%	010	05 00	0	00	0.00	5.00	100	11
1000 000 000 000	AGENTPOWER	1701	100%	010	05 00	0	00	0.00	4.00	100	11
100000 000 000	AGENTPOWER	1704	100%	010	05 00	0	00	0.00	4.00	100	11
100000 000 000	AGENTPOWER	1707	100%	010	05 00	0	00	0.00	4.00	100	11



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## Voice Recording

Having voice recordings is a great benefit for organisations in terms of training, quality assurance, performance evaluations and in the case of legal disputes.

### Training

- ✓ Recorded conversations can serve as examples of what is and is not expected of agents.
- ✓ Agents listening to their own recordings can correct mistakes and improve their pitch.

### Quality Assurance

- ✓ Supervisors can listen to calls and confirm that sales were conducted correctly and the required information was given accurately.

### Performance Evaluation

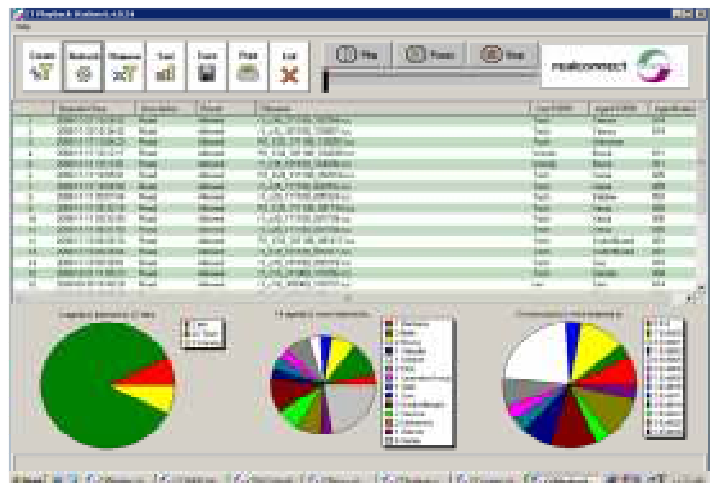
- ✓ Recordings can be used to see how agents speak to clients.
- ✓ Agent evaluations can be done by comparing the information provided and information keyed into the system.
- ✓ Results can be compared for different agents.

### Dispute Resolution and Legal Compliance

- ✓ Voice recordings can be exported to .wav files and attached to e-mails to send to customers.
- ✓ The recordings can be used in court during disputes as valid records of conversations.
- ✓ Optional screen recording.

**CTLOGGER** is a comprehensive range of voice recording solutions covering the full needs of businesses, from the small one-man enterprise to large corporations and municipalities.

Loggers are available in various configurations with a wide selection of features; from a single telephone recorder through to comprehensive voice logging for multiple contact centres as well as the





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back office phones.

These recording solutions are one of the more cost-effective logger options in the South African marketplace today.

## *Technical, Customisation and Project Services*

Our Technical, Customisation and Project Services allow customers to mould their call centre system to their own unique needs. Do you have a requirement that cannot be met using off-the-shelf or conventional methods? **REALCONNECT** prides itself on offering innovative solutions to the call centre and telecoms industry. Our technical teams have successfully and seamlessly integrated to a number of existing customer systems (including obsolete legacy systems) and applications, such as:

- Database Applications:
  - Microsoft SQL.
  - MySQL open source database.
  - Microsoft Back Office.
  - Microsoft Access.
  
- Customer Relationship Management packages:
  - Heat.
  - Remedy.
  - Goldmine.
  - SAP.
  - Microsoft CRM.

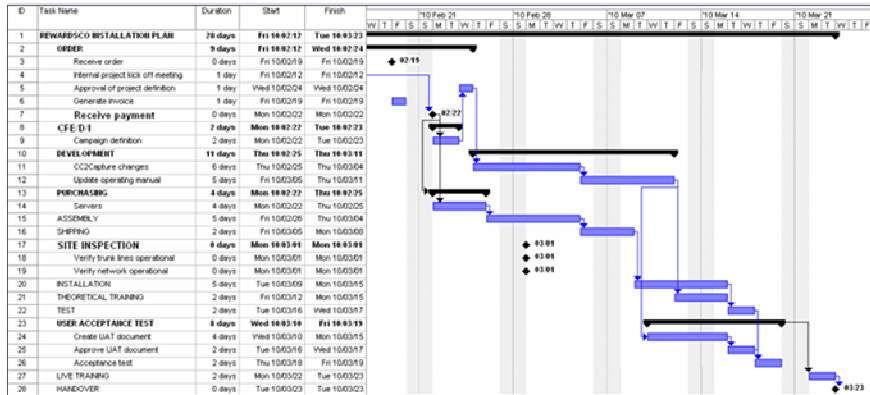


**CC2CAPTURE** customisable data capturing front-end for special customer requirements that cannot be met using off-the-shelf applications. Basic designs for insurance sales, debt collection, market surveys and appointment booking procedures are readily available.

We have installed several turnkey call centre systems, right through from the initial planning stages complete to final commissioning. Project tasks have included the sourcing of PBX's and other telephony hardware, Least Cost Routing provision, liaison with customer IT services and the management of TELKOM and associated third party suppliers.



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Our products are supplied standard with technical support and remote fault finding features. Enhanced Service Level Agreements can be entered into if required. Financing services can be arranged for selected customers.



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## Business Partners



**RealConnect** is the preferred suppliers of small to medium sized contact centre and voice recording solutions to **TELKOM S.A.** – a full endorsement of confidence in our products



**Cybertech (Netherlands)** is a provider of recording systems and hardware. We are proud to be their South African agents

**Panasonic** is a reseller of **CT SWITCH+** contact centre solutions



**Jet Computers** is a channel partner specialising in hardware, IT and total-solutions IT support solutions



**ComputerTel (U.K.)** is a communications company supplying voice / data recording and quality evaluation solutions



**SENNHEISER**

For more than 60 years, the name

**Sennheiser** has been synonymous with top-quality products and tailor-made complete solutions for every aspect of the recording, transmission and reproduction of sound.



**Storacall (U.K.)** sells our **CT SWITCH+** product under the name of eQualise Multi Media Contact Centre Solution



**COMMS TALK**  
(Pty) Ltd

**CommsTalk** is a business partner for the supply of an extensive range of PBX and telephony hardware



FutureSoft has developed **Excalibur**, a highly effective Debt Collection Management System



**LegalSoft** have developed a comprehensive software package for the debt recovery market.



**Aero Distribution** is a TRUE Value Added Distributor in the telecommunication industry, specialising in Contact Centre solutions, peripherals components as well as hard and soft PABX solutions.



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## Selected Client List

Our list of satisfied clients includes:

### International

- **CitiBank** – Kenya & Nigeria - Mynavoiced recording solutions at each location.
- **Econet** – Zimbabwe – 16 seat inbound call centre with tag-based voice-recording solution.

### Gauteng

- **CitiBank** – Johannesburg + COB – 144 seat Mynavoiced recording solution.
- **Deutchebank** – Johannesburg – 24 seat recording solution.
- **Assupol** – Pretoria – 25 seat Voice Logger
- **ABSA Capital** – Johannesburg – Voice Logger
- **Fidelity Security** – Johannesburg – specialist inbound customized solution for 80 agents, voice logger, SNOM and wireless phones.
- **Legalwise** – Johannesburg – 32 outbound Preview Dialler.
- **Hammond Pole** – Boksburg – 20 seat predictive dialing and voice recording.
- **Beyond Payments** – Freestanding Custom IVR system.
- **PA Group** – blended call centre using **CC2 CAPTURE**.
- **RTS** – Johannesburg – outbound with recordings at 3 different locations totaling to over 400 seats.
- **Matlotlo** – Pretoria – 30 seat outbound call centre with voice logging.
- **DNA Telesales** – Johannesburg – 40 inbound agents, 20 outbound agents and call recordings.
- **VRS** – Pretoria – A Travel reservation company with a 40 seat inbound call centre.

### Cape

- **University of Stellenbosch** – 10 agents + 3000 seat mailbox Voice Mail System interfaced to multiple Siemens HiCom 300 switches and Microsoft Access database.
- **Mango 5** – Cape Town – Starting-venture outbound 25 seat call centre plus 8 seat Predictive Dialler integrated to SQL database with PRI recording solution.
- **Contact 4** – Cape – 60 seat preview outbound call centre with CTS based architecture.
- **DCM Cape** – Call centre customised for use by blind and partially sighted agents for outbound telemarketing campaign.

### KZN

- **University of Natal** – Durban – 13 Agents on multiple Siemens HiCom 350E switches with 5 node network solution with an interface to Access database.
- **Elite Mobile/ Ignition Group** – KwaZulu Natal – 750 seat Predictive Dialler for cell phone campaigns.
- **Accelerate** – Pietermaritzburg – 18 seat outbound with CRM on Pika cards.
- **YDH** – Durban – 35 seat outbound predictive dialer.
- **ABI** – 10 seat inbound Pika.
- **Ilembe** – KwaZulu Natal – 5 seat inbound Disaster Management call centre on an Astrix PABX.
- **Blake & Associates** outbound call centre – Durban – 300 Predictive dialler seats and 70 Preview dialler seats interfaced to Avaya Infinity G3 switch and SQL Server.

### Other

- **Xstrata** – Rustenberg – Mining company with a 5 seat inbound shared services call centre.
- **Mapumalanga Parks Board** – Gauteng – SoftConsole and voice-mail on a 160 seat Panasonic switch.



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