# Aculab And NewVoiceMedia

## Aculab's software stack benefits NewVoiceMedia's ContactWorld cloud solution

NewVoiceMedia powers customer engagement that transforms businesses globally. Its award winning, cloud customer contact platform, ContactWorld, has revolutionised the way organisations connect with their customers, enabling them to sell more, serve better and grow faster. ContactWorld customers benefit from true cloud communications and contact centre functionality integrated with Salesforce, at a fraction of the cost of traditional systems.

NewVoiceMedia is a world leader in the provision of enterprise class cloud communications technology, fortified by its investment in relationships with global Telco providers, and its strategy of constant innovation has kept it ahead of its competition.

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## The challenge

Customer engagement is the business of NewVoiceMedia, so when it decided to develop a true cloud-based, contact centre sales and service platform, its expertise led it to an in-depth analysis of exactly what it needed for ContactWorld.

In addition to bringing together both inbound and outbound capabilities within a comprehensive integration with Salesforce CRM, NewVoiceMedia's specialised telephony software requirements for ContactWorld included:

- IVR and self-service functionality
- Outbound dialler functions
- PCI compliance and call recording
- Whisper mode conferencing
- Reliable telephony software
- Support for virtual platform instances

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| Partner: | NewVoiceMedia |
| Solution: | Cloud-based contact centre platform |
| Industry: | Various |
| Requirement: | Inbound and outbound capabilities |

## The solution

Using Aculab's telephony software stack, NewVoiceMedia was able to develop a tightly integrated solution, with inbound and outbound calls interacting with individual Salesforce CRM records.

Aculab's software provides essential productivity features, enabling NewVoiceMedia to present many critical capabilities, such as ACD, agent transfer, click-to-call, callback-in-queue, dialler, message drop, whisper mode, and call recording. In addition, PCI compliance is supported by in-call suppression of keyed user data.

## What NewVoiceMedia told us

"At NewVoiceMedia, we are relentlessly committed to driving innovation through our cloud customer contact technology. Our goal is to help our customers grow their businesses with improved efficiency and greater customer advocacy, and Aculab's software is an essential component in helping us achieve this.

"While more and more businesses are realising the importance of managing and tracking communication across multiple customer channels, voice remains the most popular channel for many of our high-growth business users and their customer bases.

Underpinned by Aculab's telephony software stack, ContactWorld enables our customers to overcome legacy CPE issues and realise the full range of benefits inherent in a cloud solution."

> "Our goal is to help our customers grow their businesses with improved efficiency and greater customer advocacy, and Aculab's software is an essential component in helping us achieve this.

- Ashley Unitt , CTO at NewVoiceMedia

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## The outcome

NewVoiceMedia's ContactWorld makes full use of Aculab's software stack in both its sales and service solutions. Many customers across a range of market sectors, including well known undertakings such as Siemens, JustGiving, Parcelforce, and the RAC, have already reaped the benefits of ContactWorld for Sales or Service.

Primarily an outbound platform, ContactWorld for Sales uses the dialler centric features of Aculab's software to deliver real customer benefits, particularly those related to time, cost and efficiency improvements, and the vital revenue measures of lead generation and conversion rates.

Chiefly for inbound calls, ContactWorld for Service also makes use of many of Aculab's software features. An example, call recording enables later replay for best practice coaching of agents, and whisper mode makes it easy for supervisors to listen in and coach in real-time for high standards of customer service.

For many businesses, being able to scale up to high call levels, inbound or outbound, isn't feasible on legacy, hardware-based systems, notwithstanding the issues involved in adding agent licences. NewVoiceMedia's Aculab software powered ContactWorld cloud technology solution presents none of those limitations and on the contrary, offers all advantages.

## About Aculab

Aculab is an innovative company that offers deployment proven technology for any telecoms related application. Its enabling technology serves the evolving needs of automated and interactive systems, whether on-premise, data centre hosted, or cloud-based.

Over 1000 customers in more than 80 countries worldwide, including developers, integrators, and solutions and service providers, have adopted Aculab's technology for a wide variety of business critical services and solutions.

Aculab offers development APIs for voice, data, fax and SMS, on hardware, software and cloud-based platforms, giving a choice between capital investment and cost-effective, 'pay as you go' alternatives.

## For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

**www.aculab.com**

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