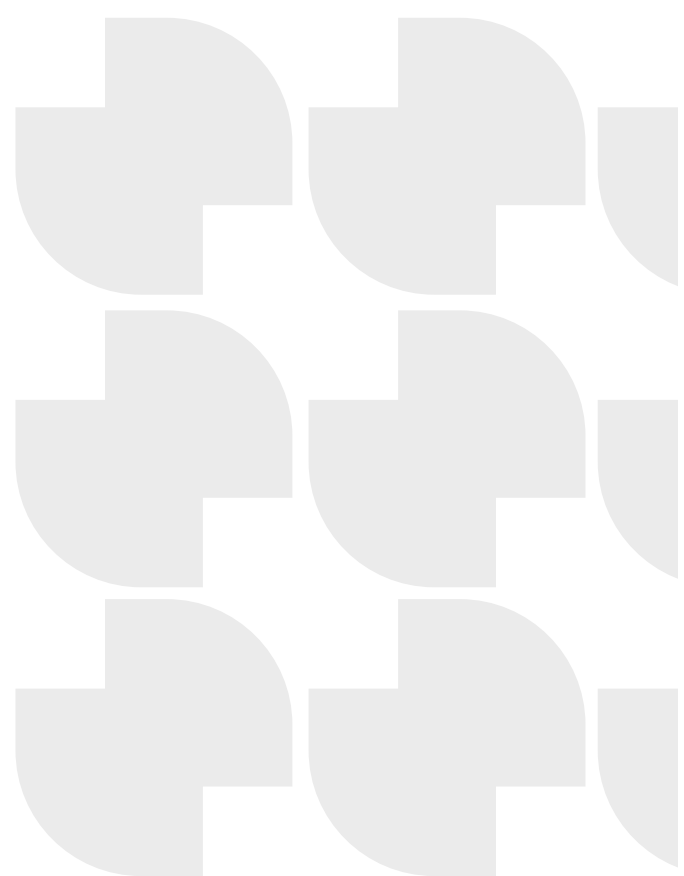




One Platform Technical Overview

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INTRODUCTION

Effective Communication

It is more important than ever to communicate effectively with your customers. This includes listening to their feedback, being genuine, providing reassurance and having all their information ready to hand.

To encourage this communication you need to allow them to communicate with you the way they want.

By making it easier for your customers to communicate with you for any sales, billing or customer services queries on their terms you are more likely to acquire and retain customers and ultimately ensure the success of your business.

Enabling Technology

Giving customers choice and allowing them to communicate with you through their own preferred method of communication only works for you if you have the systems in place to support this communication.

Without the right technology in place you risk being left behind.

Quick Resolution

Customers are becoming increasingly demanding and want their transactions with you to be brief but effective. Ideally, they want you to have all their background information to hand before they contact you so that their interaction with you is both effective and timely.

Benefits of the Cloud

As customer demand and technology both continue to develop, more and more companies are now choosing a cloud based solution to future proof their business.

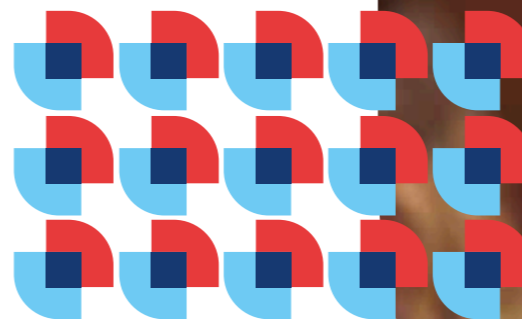
The ability to be flexible when deploying solutions and to upgrade as required is a key benefit of any cloud-based solution. At Daktela we design a solution around your own business needs and only charge for what you use.

What is Omni-Channel?



Managing customer interactions across all channels within a single platform is described as Omni-Channel and is the most effective way of managing customer contact.

This compares with the older style of customer management where all the different communication media are in silos with no central reporting platform, these are known as Multi-Channel platforms.



INBOUND VOICE COMMUNICATION

You define how you want calls routed to ensure you always route calls to the right person every time. Our system allows you to create as many incoming call queues as you need each with their own IVR or Speech Recognition routing options.

Intelligent Routing

The configuration of call queues can utilise a range of different attributes. The most common ones are priority levels, customised announcements, and welcome voice prompts. All of these routing rules can be varied on a time-of-day basis or changed in real time, as your business requires.

Priority & Skill Based Routing

Queues can be set up with a range of different skill and priority settings. Once configured the system always chooses the best and most suitable person for each call. You can change all configuration settings in real time as you require.



Intelligent Missed Calls

Our system includes an intelligent missed calls management system. Any missed call numbers are stored, and call backs can then be set to call these numbers back as required.

Call Recording

Call Recording of both incoming and outgoing calls is standard. This includes all transferred calls both internal and external. All Recordings can be retrieved and played from the web interface provided. Associated with our call recording software is an inbuilt quality management application.



DO PEOPLE STILL CALL?

For more complicated interactions, such as payment disputes, 40% of customers still prefer talking to a real person over the phone.

Source: Businessinsider.com 2021

OUTBOUND VOICE COMMUNICATION

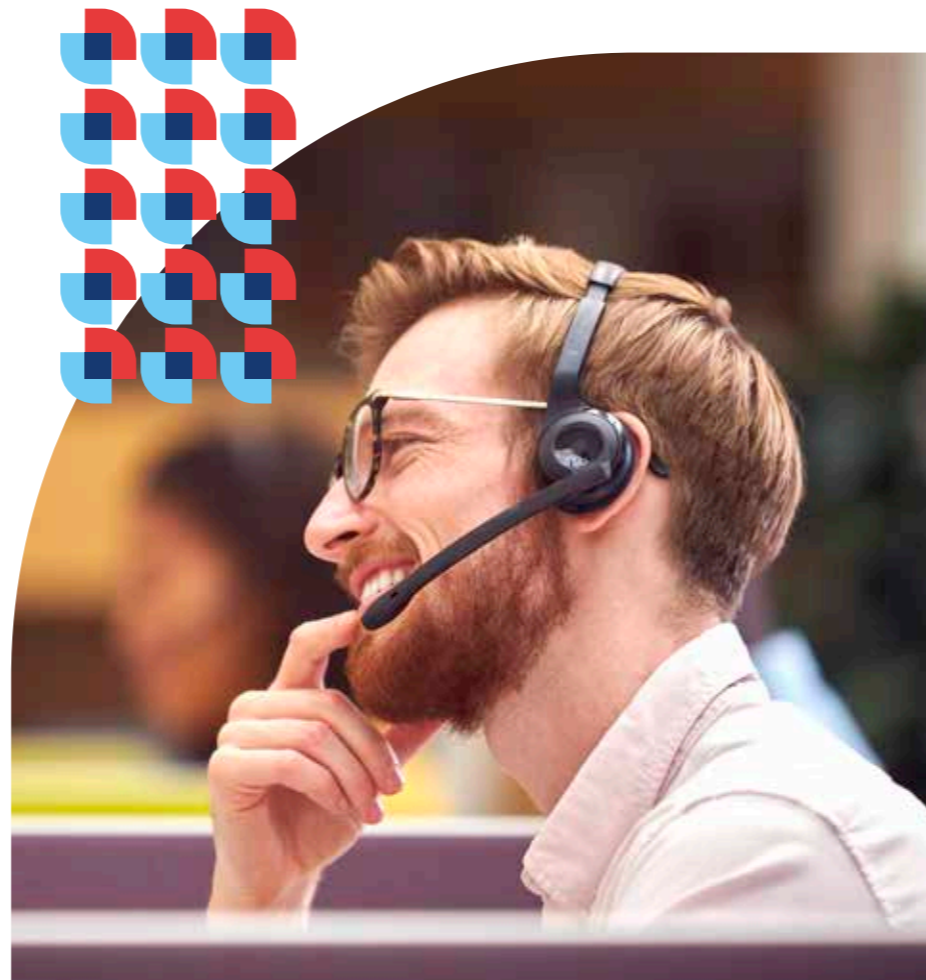
Outbound campaigns provide you with the tools to contact customers direct. Our Campaign Module allows you to import any target phone numbers you want. Real time information and historical campaign reports show agents' states and performance.

Outbound Dialling Options

Outbound campaigns can be set up using manual, preview, Robotic or predictive dialling modes. You can also add a web-based call script if required for agents on the call to help guide them.

Call Scripting

Daktela uses a drag and drop system for creating call scripts for outbound call campaigns. You can create your own call script items using radio buttons etc and then drag them to the right place in the call script. You can create different call outcome codes in each script to ensure you collect the right information.



Dialling List Import

Importing and exporting of campaign data is available via XLS, CSV or API. Using a variety of filters, it is possible to export as much information as you want associated with the call detail. Daktela also highlights any duplicates found during data import.

Robotic Calling

We can provide you the ability to make agent-less outbound calls to targeted customers. This is a special outbound campaign designed to automatically make outbound calls, without the need for any human involvement. You can play a pre-recorded personalised message to provide information or complete a customer survey.

**DO PEOPLE STILL
ACCEPT CALLS?**

"62% of marketers say that their organisation's outbound marketing efforts are effective."

Source: Hubspot

EMAIL COMMUNICATION

Daktela's e-mail application can connect to your existing corporate mail server via standard secure protocols - POP3S, IMAPS and SMTPS. Email communication will be received and sent using your company's email servers and with your own email address.

Intelligent Email Routing

Daktela allows users to complete a full text check using intelligent word spotting. Using this allows you to route incoming emails to the person best able to respond based on its content.

Email Queue Management

The simple web-based management tool allows you to automatically categorise incoming email requests by setting categories, priorities, SLA time scales and email owners. This makes sure all emails are always sent to the right place.



Email Response Management

Within our system management tools you can also identify who has received emails, what action has been taken and when. By managing e-mail responses in this way, you can ensure all emails receive a timely response.

Automatic Notifications

Emails can be saved with customer histories and notifications received when responses or updates are received to ensure your people manage email communication with customers effectively.



WHEN DO PEOPLE USE EMAIL?

"57% of customers would rather contact companies for basic information via digital media such as email rather than use voice-based customer support."

Source: Ameyo 2021

WEB CHAT

Our design can be customised to match your existing website theme with all Agents handling incoming enquiries directly within the Daktele application. All communication is saved within the communication history.

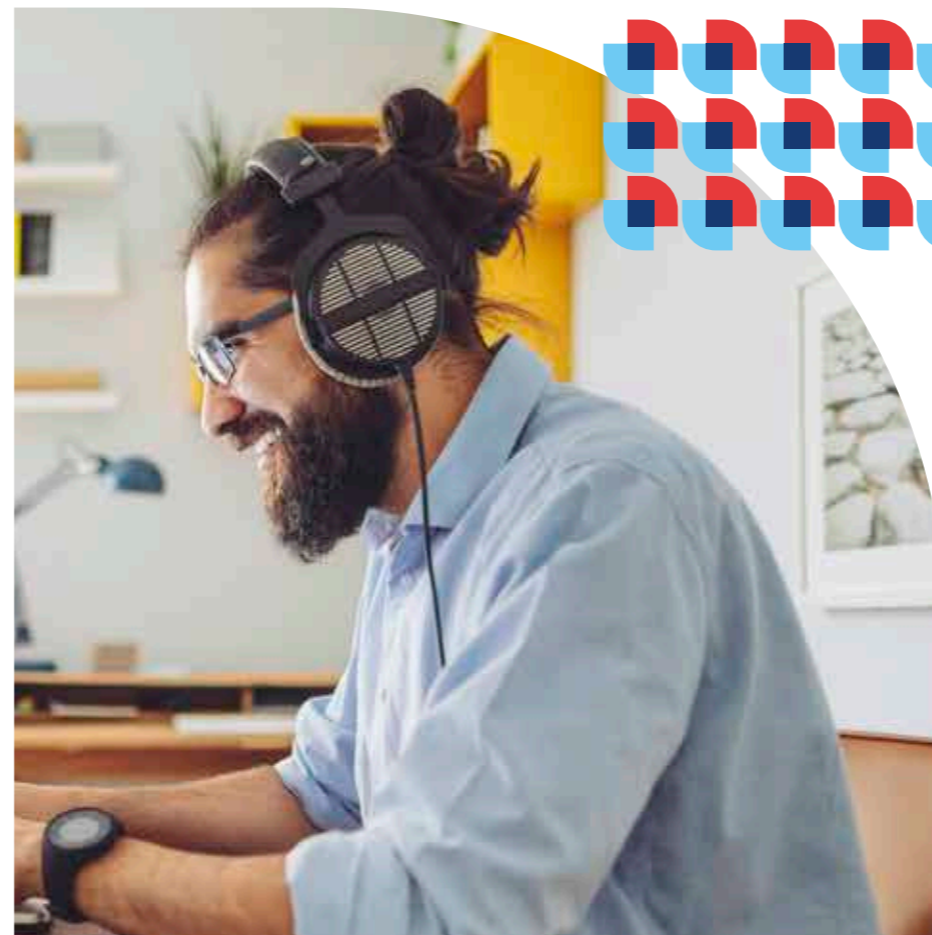


Multiple Chats

Daktele WebChat allows you to handle many different chats at a time. You can set a maximum number of concurrent chats for each agent based on their ability. You can even make or receive calls or emails during your work on WebChats if needed.

Co-Browsing

Our WebChat as standard comes with co-browsing functionality allowing you to view and share screens with people within a chat to improve chat outcomes are successful.



Video Chat

When on a Chat we provide you with the ability to convert this into a phone call or video chat simply and easily ensuring that you can adopt the best method of communication with the customer during the chat session.

Chat Bots

Using our Artificial Intelligence (AI) based Chat Bot application we can allow you to respond to Frequently asked questions or any other simple queries automatically without the need for any human involvement. At all times we can ensure that an option is available to turn any AI session into a human interaction, if required.

DO PEOPLE USE WEBCHAT?

"Today, more than 41% of customers expect live chat on your website and for those contacting you via a mobile device, this number is as high as 50%."

Source: Forrester

SMS CHAT

The advantage of the Daktela SMS Chat is its versatility and support of all mobile phones. As well as traditional SMS, Our SMS SOLUTION also gives your customers the opportunity of developing two-way chats with you.

Universal Communication Channels

SMS Chat is available on all mobile phones that can send and receive a plain text SMS message. For its simplicity, this communication channel should not be missed out from any customer communication strategy.

Two Way Chat

Our SMS Chat also gives your customers the opportunity of developing two-way chats with you. This allows them to respond to individual agents upon receipt of a text message. We can also provide short code numbers and the option to display your company name.



Multiple SMS Chat Sessions

SMS Chat allows you to handle multiple chats at the same time. You can set maximum concurrent chats for each agent based on their ability. You can even make or receive calls during your work on SMS chats if configured.

SMS Transfers

SMS Chat agents can transfer the chat to another agent or invite another team member or team leader into their SMS chat for consultation.



DO CUSTOMERS USE SMS?

"Nearly 1/3 of customers report sending a mobile/SMS message to the company requesting assistance."

Source: Forrester 2021

SOCIAL MEDIA APPS

Daktela supports range of 3rd party communication applications used throughout Social Media and enables you to integrate them through the Daktela application.



Facebook Messenger

The Daktela solution allows you to communicate directly with your customers via Facebook. Customers can also contact your company via Facebook Messenger or send a private message which is then handled by the designated contact centre agent. Who handles these enquiries within the contact centre is chosen by you?

Whats App

WhatsApp Business allows you to communicate based on your status. In this way your customers can communicate with you in real-time or whenever it suits them via WhatsApp. Your conversation can always be stored if needed and recorded within the customer contact card.



Viber

Viber is a free messaging and voice calling application used today by more than 1 billion users worldwide. Thanks to the mobile interface, Viber allows customers from more than 180 countries to communicate with each other and with companies free of charge directly from their phone.

Microsoft Teams

Microsoft Teams itself is collaboration tool that is included with Microsoft Office 365 allowing users to chat, make video calls, share files, or make phone calls. We have combined this functionality with the Daktela solution to provide a range of enhanced functionality.

IS SOCIAL MEDIA RIGHT FOR MY BUSINESS?

“33% of customers have contacted a company using Facebook and similar social channels.”

Source: Forrester 2021

MANAGEMENT INFORMATION

A key part of the system is the ability for users with the appropriate access to be able to view all customer activities in one place irrespective of the need for multiple reporting applications.

Real Time Information

Users can view real time information relating to any activity currently live on the system. This real time view extends across all the different communication media available. Managers can view users activities in real time and message users directly throughout the call.

Historical Information

Detailed transaction records for all activities can be stored against customers or even individuals within the customer account. This system information can be merged with data collected directly from the customer (i.e., customer sat surveys) to complete a far more detailed picture of your customer interactions.

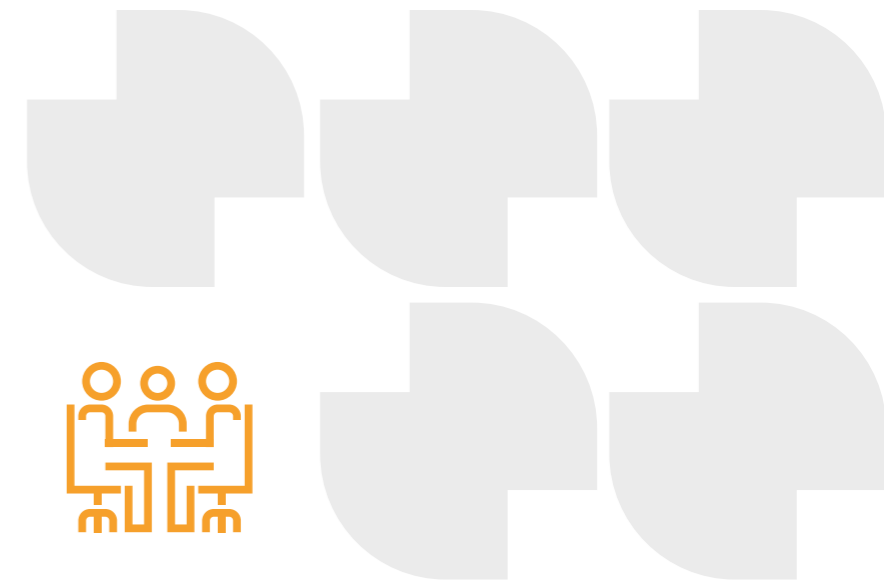


Export Data

Daktela can provide a full or partial extract of data and export this to any third-party business intelligence tools you may utilise. By doing this you can combine the customer transaction data available of Daktela with marketing, sales, or service software to better link results with activity.

Integration

In addition to the above export, the system can also be directly connected via the Daktela open API to pass and receive information directly from your existing customer management systems thus automatically updating customer accounts and records.



WHY IS MANAGEMENT INFO KEY?

"90% of customers expect consistent interactions across all channels."

Source: Edge Marketing

WHY CHOOSE Daktela?

Choosing the company who provides your communication solution is often the most important consideration. At Daktela we pride ourselves on getting to understand our customers business and developing a solution that fits each customers unique requirements.

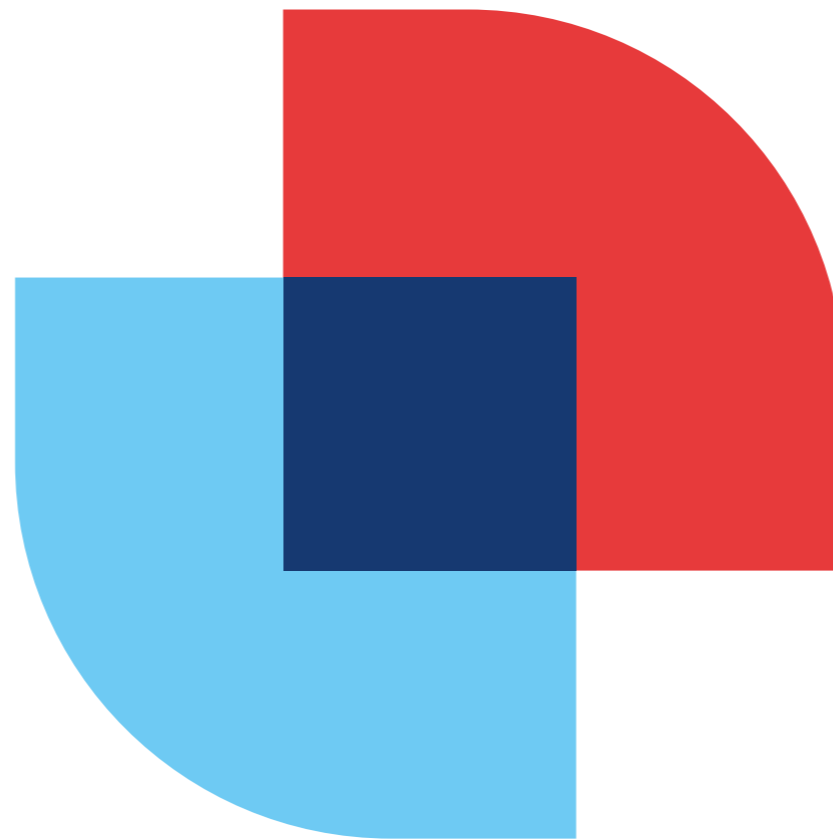
In our experience customers choose a cloud-based communications solution based on four distinct elements:

Cost

Our pricing is always based on your own requirements to ensure you only ever pay for what you need. This ensures you always get the best solution with the best support at the best price starting from £6.50 per user per month.

Functionality

Daktela will always provide a solution that meets our customer requirements. We achieve this by completing a thorough free Application Discovery process which allows us to understand your business objectives and to design a solution that fits your own functional needs.



Support

Unlike other cloud vendors, we bring a traditional approach to customer support and central to this is our belief that any successful implementation requires us to first understand our customer business and for our customers to understand our solution. Achieving this allows us to support you in the most effective way. Our existing customers are always our best references, and we are happy to provide these upon request.

System Availability

Daktela's focus as a cloud-based supplier is to ensure the service is always available. We provide full-service availability statistics each month to our customers and provide a range of options that provide additional resilience through both our datacentre infrastructure and our telecoms networks. We also have Business Continuity planning in place that ensures we are always available to help, no matter what the circumstances



TRY IT FOR FREE

We are on the search for organisations who believe in the value of effective customer communication. We would like to offer a complimentary trial of our application. There's no commitment and no associated costs and the trial can last up to 30 days.

If you would like to benefit from our technology and enhance your customer communication then please get in touch.



CALL THE SPECIALISTS

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