

## **Australian Contact Centres Open to Hosted Solutions to Reduce Costs and Improve Customer Experience**

**Sydney 26<sup>th</sup> August 2008** – Recent research carried out by Australian customer interaction specialists PipeVines has shown that only 17 per cent of respondents consider their contact centre technology to be integrated with only six per cent thinking they enjoyed the latest technology.

PipeVines CEO, Peter Spoto commented, “The results of this research are not altogether surprising and really reflected that the contact centre is still considered a cost centre rather than a revenue generator in most Australian businesses.

“The high cost of entry in deploying contact centre technologies often impedes organisation in deploying the latest solutions to deliver the ideal customer experience.”

The research highlighted cost and customer satisfaction as the two key factors in decision making when looking at contact centre technology, followed by ease of use and revenue generation in a distant last place.

Spoto continued, “Organisations need to look at new technologies and solutions such as hosted contact centre technology to deliver the systems they need to make the contact centre a revenue generator. By better managing your customer interactions you can raise customer retention rates and reduce customer acquisition costs. In the online world people increasingly look for referrals from friends, relatives and online – by looking after your customers you look after your business and transform your client base into brand ambassadors.”

The research showed that Australian contact centre operators are across the latest technologies, with 78 per cent considering VoIP to be a proven technology for the contact centre and 63 per cent open to the idea of hosted contact centre technologies.

Spoto explains, “By looking at alternative solutions organisations can deliver better solutions at a fraction of the price. Hosted contact centre technology such as PipeVines provide the best of breed technology, eliminate maintenance and management costs and allow organisations to focus on managing their interactions with their customers to ensure a more satisfactory experience.”

PipeVines will be hosting a Webinar on hosted contact centre solution at 11am Tuesday 26<sup>th</sup> August. Visit [www.pipevines.com.au](http://www.pipevines.com.au) for further information and to register for the webinar.

Ends.

### **About PipeVines**

PipeVines is the customer interaction management expert, offering on-demand browser based tools organizations need to handle and measure the customer experience. Delivered entirely as a hosted service, the complete PipeVines Contact Centre solutions require no specialized hardware or software, no telecom equipment and no up-front capital expenditures, making it an ideal solution for blending in-house, offsite or multi-site agents.

Our hosted solutions deliver a complete and integrated customer interaction communications platform - which provides a robust contact centre management functionality, and real time activity reporting with analytical and workflow tools that measure the customer interaction experience. This provides you with improved efficiency and visibility on customer relations, offered on a flexible "pay as you go" basis. <http://www.pipevines.com.au>

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