



## **effEctive®**

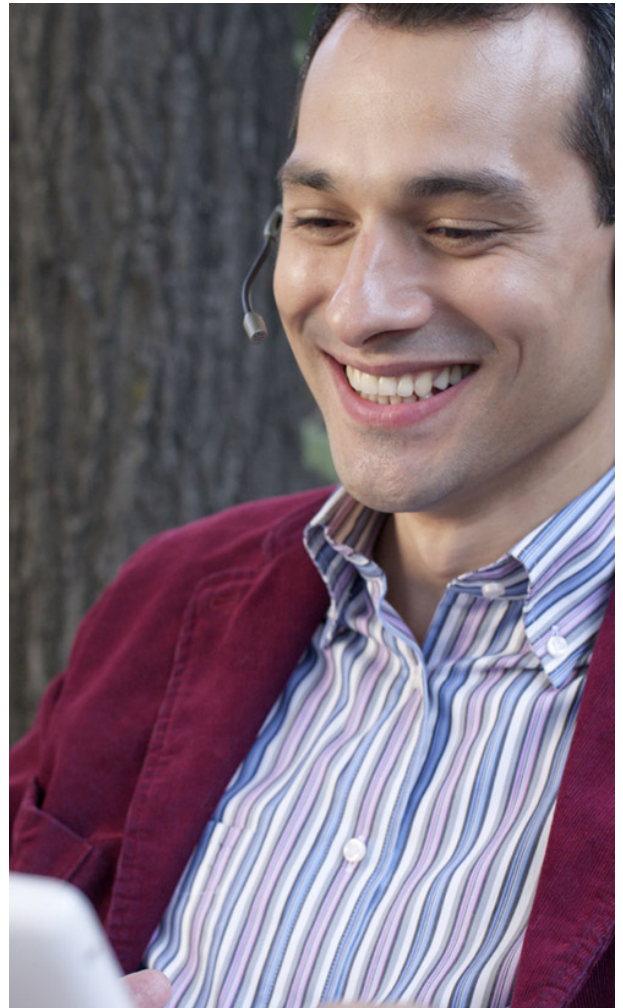
### **Network-Based Contact Centers**

**Network operators with this service provide companies not just service numbers but the network-based contact center services as well.**

Customized solutions within the intelligent network enable the virtual networking of locations as well as the pre-qualified and segmented routing of calls to the correct contact center agent.

When providing network-based contact centers, in addition to the minute fees for connected calls, network operators generally receive monthly fees for each service number as well as fees for features such as interactive voice control, automatic call recording, statistical reporting, SMS and e-mail integration with the contact centers etc. As a general rule there is also a monthly fee for each contact center agent, which based on European experience is between EUR 30 and EUR 50.

By using this service to implement a contact center a medium-sized company saves the considerable acquisition and operating costs for its own contact center equipment. As the service can also be used for short periods as a so-called service on demand, a middle-sized company can realize a contact center for a limited period without investing in a contact center of its own, e.g. for its Christmas business or a sales campaign. Even large companies with their own in-house contact centers use additional staff in network-based contact centers to cover short-term seasonal spikes or high-traffic periods caused by emergencies. Thanks to this high added value, a network operator can ask prices for this service that





represent a significant savings for their customers while generating a high gross margin for the operator.

For more information, please visit

[www.effective-contactcenters.com](http://www.effective-contactcenters.com)

**Download: *effECTive*®Product Overview**

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