



**Australian innovators and  
inventors of contact call centre  
cloud technology**



## **An Australian success story.**

In 2005, the world's first cloud contact centre was delivered as a Software as a Service solution. Australian company ipSCAPE was launched, and revolutionised the way contact centres provide services and scale their business.

For the first time, the cost of running a contact centre became an operating expense, not a capital expense. Companies could switch to a subscription model based on desks-in-use, rather than paying for expensive in-house software that has to be installed on every computer in the contact centre and updated regularly.

This new model makes it easier to manage cash flow and scale a contact centre as business needs change. It also makes it much easier for contact centre management to change features "on the fly", to add new agents, launch new products, adapt to disasters, or simply change the IVR in real time, based on customer feedback.

The background features a gradient of orange and red tones. On the left, there is a pattern of orange dots of varying sizes, some of which are larger and more prominent. On the right, there is a grid of smaller white dots. The overall design is modern and tech-oriented.

It has been over a decade since the launch of ipSCAPE and the company remains 100% Australian owned with offices in Europe and Asia and clients in 27 countries. The support team and core R&D team still sit in the same office as the CEO in Sydney.

As technology has evolved and customers have increasingly demanded the seamless use of multiple communication channels, ipSCAPE has remained on the leading edge of innovation, delivering the essential features that contact centres need in the age of the dynamic digital customer.

ipSCAPE has also been recognised three times as Frost and Sullivan's Australian Cloud Contact Centre of the Year provider, and featured as a key player in Gartner's Contact Centre Infrastructure Hype Cycle report.

Contact centre managers and staff now have greater confidence they can consistently deliver legendary customer service and make a valuable contribution to the customer experience.

# **The benefits for contact centres have never been clearer.**

ipSCAPE is a more agile, more efficient way of working, giving contact centre managers greater flexibility to handle varying workloads and accelerate their business growth rapidly.

## Key benefits include:

- ✓ No CAPEX – simply pay for the technology when you use it
- ✓ Make system changes in real time at no extra cost
- ✓ Deliver an enhanced customer engagement experience via ipSCAPE Omni-channel
- ✓ Improve agent productivity with a single agent toolbar for ALL channels
- ✓ Rapid deployment – be fully operational in just 4 to 8 weeks
- ✓ Lower total cost of ownership with concurrent agent pricing and not named users
- ✓ Scale up or down during peak or slow periods, as your business requires
- ✓ Integrate seamlessly to CRM or other business critical applications via APIs
- ✓ CEOs and business owners can concentrate on growing revenues and not worry about technology
- ✓ Customer Service Directors have real time control and real time insight
- ✓ CFOs have the peace of mind that costs scale with revenue growth
- ✓ Agents can access the right tools to do their job
- ✓ Supervisors have full control of their Contact Centre
- ✓ Upgrades to software do not disrupt business like in-house software does

# Fully featured to suit all contact centre requirements.



## ipSCAPE Analytics

Up to the minute reporting is critical to contact centre performance, customer satisfaction and sales. ipSCAPE's combination of live reporting with real time control means you can respond immediately to market or customer demands.



## CTI/CRM Integration

Most contact centre applications need to work securely with 3rd party applications and external systems such as CRM systems, SMS and Payment Gateways or third party reporting systems.



## Conversation Analytics

ipSCAPE has partnered with industry leading Conversation Analytics providers to create a simple, easy-to-use analytics programme which runs as part of the ipSCAPE solution. All call recordings are analysed in real-time to identify key words, phrases or emotions. Customised wall boards then allow you to understand your customer sentiment in real-time and quickly take remedial action before the issue escalates.



## Workforce Management

Forecast, schedule, roster and manage the contact centre team(s) in real time.



## Voice

ipSCAPE Voice is 100% delivered from the Cloud – which means you have scalable voice capacity.



### **IVR**

IVR templates are built through an innovative, easy to use drag and drop interface.



### **Call recording**

Call recording is a standard element of ipSCAPE's solution. Call recordings can be accessed as soon as a call has been wrapped.



### **Outbound dialler**

The Outbound Dialler improves contact rates, increases agent productivity and reduces customer wait times.



### **Email**

Agents to access, search for and respond to email contacts from the same toolbar they use for voice, web chat and SMS.



### **Web chat**

Web chat comes bundled with the standard ipSCAPE solution. It's a cost-effective way of testing how much your customers value this service.



### **API**

The Application Programming Interface or "API" enables Contact Centres to integrate securely with key supporting systems such as CRM systems, SMS and Payment Gateways.



### **Self service**

Accessed through a secure browser, all system changes are made online by authorised supervisors.



### **Live reports**

ipSCAPE customers can use one of 35 pre-built templates or create custom reports from scratch.

# Our Clients.



*The pay-as-you-go model was incredibly attractive to us. We now have a powerful and scalable contact centre that is also incredibly cost efficient.*

**Angela Forrester**

Project Manager, AskACU

*ipSCAPE helped us develop a truly scalable customer service model. If demand increases in one area of our business, ipSCAPE allows us to quickly mobilise teams around the country or across the globe in order to help our customers.*

**Luke Kennedy**

Service Delivery Manager, Equifax

*The idea was that we wanted to waste as little time as possible training people on systems and spend more time training people on customer service and wine, and ipSCAPE has really helped us do that.*

**Jonathan Matthews**

Customer Service Director, Laithwaite's Wine People

# We make legendary service happen.

## Book your online demonstration today

Contact ipSCAPE for your online demonstration to learn how easy it is to switch to cloud-based SaaS for your contact centre.

**1300 477 227**

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