Unified Communications Solution on Communication Enabled Business Process

Solution for generation and management of verified & authenticated leads and customer interaction management across marketing channels

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Happiest Minds, Unified Communication Practice

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Introduction

Any business (large or small) has only four channels to advertise and market: Print, Online, Radio/TV and Billboards. Various options available for these four channels are shown in Table 1.

Table 1: Various Options available to the Advertiser

No	Details	Options
1	**Print**	Newspapers & business directories for listings / classifieds / paid advertisements, brochures and related collaterals
2	**Online**	Websites, social media, e-Brochures, digital imprints of newspapers & business directories for listings / classifieds / paid advertisements / banner ads and Industry Portals
3	**Radio / TV**	Various Radio and Television Channels
4	**Billboards**	Large Format Billboard, Transit, Street Furniture and Posters.

The "wallet share" of marketing/advertisers dollars is split across some or all these channels. One prospect may respond to the print advertisement, while another prospect browsing the Internet using any search engine can easily locate a well-designed website with adequate "adwords" and directly interact with the advertiser completely bypassing the intermediary. The online channel is forever transforming and the prevalence of blogs, Twitter, Facebook and other social media further complicates the distribution of effort and budgets. Advances in telecommunications, mainly driven by smart phones have included additional complexities into this competitive mix.

The rise of new technologies and the Internet in particular has resulted in the emergence of a new ecosystem which is significantly different from the traditional business models. A consequence of these changes is that information providers with very different business and revenue models find themselves competing head-on in a new, very complex and multifaceted online environment which is also inherently global in nature.

A key point to note is that digital advertisements on their own are not getting their fair share of advertising dollars. This is basically because of the difficulty one encounters trying to measure the effectiveness of an advertisements using "clicks". According to ComScore1, a global leader in measuring the digital world, "Clicks are at Best an Incomplete and at worst a Misleading Metric". ComScore, through one of their recent surveys have stated that only 8% of internet user account for 85% of clicks and total number of clickers has dropped from 32% in July 2007 to just under 16% today. Global click rates on individual campaigns are very low and in Australia this figure is less than 10%.

More important than "clicks" is the ability to deliver according to a media plan. Direct ways to measure effectiveness of delivery against media plan is not straight forward within the digital world. However,

sufficient indirect measurements show a strong co-relation between digital campaigns and a rise in in-house sales in spite of limitations of the "click". According to Bill Dinan2, marketers are still looking at ways to track which advertising channels successfully reach prospective customers. **Pay per call advertising** – where advertisers pay a set price for each call generated by a unique phone number in an ad or ad campaign – is providing valuable ROI. He states in this article, pay per call represents a very low-risk approach as advertisers only pay if the ad campaign provides qualified phone leads. Unlike other performance models, this approach also works as a measure of a prospect's offline activity generated by an online search. With more than 83 percent of consumers searching online and then contacting a business offline, according to a recent study conducted by comScore2, clicks alone are not capturing valuable offline activity.

The notion that "Internet" is free has created a very fragmented visitor profile. Online visitors who are not "searching" generally have very little attention span and many efforts have been made to break the pool into qualified segments – Fly Bys, Casual Readers, Business Readers, Super-fans, Cross Media Consumers etc. Online visitors want free service that is fully safe and secure and absolutely convenient.

Finally, "Voice" becomes a very important channel especially for completing transactions in the off-line world. Most transactions require "voice" but handling queries directly in the case of small business or through a call centre for large businesses is expensive.

Most prospects are just "window shopping" – any business wanting to leverage the full capabilities of the online channel must make sure these "online leads" are verified and authenticated before time and effort is spent on follow ups.

Talk2Me Enterprise - Key Features:

- Allows the business to be in full control and manage prospect interactions consistently across all channels of marketing
  - Verify & authenticate prospects who responds to any advertisement / marketing initiatives
  - Connect every verified prospect to an appropriate agent based on business rules without spending large amounts of money modifying expensive call centre/IVR applications.
  - Provide prospects complete flexibility to interact
  - Deliver consistent user experience across any channel
  - Cross leverage existing channels for multi-channel marketing
- Brings the power of simplicity without compromising on security and privacy.

- The solution works across all marketing/advertising channels: print, online, radio/TV or billboards
- Contact processes across all channels and mediums are automated and transactional information recorded

Details:

Talk2Me Enterprise is a sophisticated lead generation and management solution; specially designed for the large enterprise.

Happiest Minds can implement and customize Talk2Me Enterprise inside the enterprise customer's firewall or can deliver Talk2Me Enterprise capabilities as hosted software or a service business model.

Call for action issues that Talk2Me Enterprise effectively tackles are consistency of user experience, verification & authentication of prospects, security of the interaction, flexibility and control of the whole process as prospects get connected to the enterprise based on pre-defined business rules of the enterprise.

Talk2Me Enterprise is a solution built on the hardware Platform a "Telco in a box" that seamlessly connects the Internet and Telephony. It is a programmable telecom switch, a call router and a server.

Talk2Me Enterprise opens up all contact options (channels of voice, data, email and SMS) for the prospect. All leads are recorded and followed even if business agents are not contactable at the point of interest. The enterprise can choose the kind of channels to be contacted (the right medium) and can respond via landline, mobile phone, email or call centre/CRM system. The enterprise can also choose when to be connected (the right time) by setting up business hours rules. Given the 24/7 hours nature of Internet, Talk2Me Enterprise allows instant or scheduled call backs making every business a 24x7 operation.

Talk2Me Enterprise provides the following "Call to Action" capabilities:

a)   **Monitored Direct Calls** – The enterprise supplies one telephone number and a different "product or service code" to suit the needs of the enterprise. Prospects can call from landline or mobile phones. The solution receives the call and requests the prospect to enter the "product or service" code".

The prospect enters the code manually. It is a unique ID that is entered via the key pad (DTMF code). This service can be used to identify and route calls based on business rules automatically without the prospect given too many complicated IVR options. These basic services essentially replace traditional 1300/1800 type services and come with sophisticated add-on features like automated call back for verified/authenticated leads and optional call recording. The key difference here is the fact the solution

automatically facilitates 'dynamic matching', making the solution much more scalable unlike traditional 1300 or local loop solutions.

Process:

Step 1:

Prospect calls the telephone number provided by the media intermediary. It can be an ordinary local telephone number or it can be a special 1300/1800 number.

Step 2:

Solution receives the call and requests the prospect to enter the "product or service code followed by the '#' key. Prospect enters the product or service code.

Step 3:

Solution activates the next step based on business rules and extracts the caller ID information

Step 4:

If call is received outside office hours, the solution replies with a "Thank you – this is outside office hours. We will call you the next working day between 9 AM to 5 PM"

Activate a web service and locate the right business agent

Send SMS & Email to right business agent

Connect prospect next day automatically

Create Call Data Record (CDR)

If inside office hours and the call back is for immediate action,

Activate web service to locate right business agent.

Call advertiser, inform context and connect prospect through dial out.

Create CDR

b) **Automated SMS to Callback Solutions** – Enterprises are missing out on leveraging SMS. The prospect is encouraged to SMS a specific code. Talk2MeTM Enterprise solution receives the SMS and based on the received text automatically reacts by auto-conferencing the prospect and the appropriate business agent. SMS is a very powerful interaction channel. There are two options for this use case:

> **Option 1**: Prospect scans a QR Code with a built in SMS message and then texts
> **Option 2:** Prospect texts a predefined message manually

This solution works across both online and web marketing channels. The SMS message is received and interpreted by the solution. The SMS to Call Back feature will activate a meaningful dialogue between the prospect and the appropriate business agent within a controlled interaction environment managed by enterprise.

The context of the SMS is carried through and based on business rules the prospect and the advertiser are connected into a conference call.

Process:

Step 1:

> Prospect either scans the QR code and texts in the built in SMS or manually texts in the necessary message

Step 2:

> Solution receives the SMS message and replies back "Thank you for your request. Can you please SMS your Post Code?"

Step 3:

> Prospect will SMS his/her area code.

Step 4:

> If outside office hours present a "Thank you – this is request if outside office hours. We will call you the next working day between 9 AM to 5PM" message
> Activate a web service and locate the appropriate business agent
> Send SMS & Email to the appropriate business agent
> Connect prospect next day automatically
> Create Call Data Record (CDR)
> If inside office hours and the call back is for immediate action,
> Activate web service to locate the appropriate business agent
> Call advertiser, inform context and connect prospect through dial out.
> Create CDR
> If inside office hours and the call back gets "scheduled",
> Activate web service to locate the appropriate business agent
> Intimate advertiser via SMS & Email about the potential prospect
> Call advertiser one minute before the schedule, inform context and connect prospect through dial out.
> Create CDR

a) **Automated Web to Callback Solutions** – Click to Callback is an easy way to connect online prospects with enterprise business agents. The solution converts a click on the web into a meaningful dialogue between the prospect and the appropriate business agent within a controlled interaction environment managed by the enterprise.

The context of the click is carried through and based on business rules the prospect and the most appropriate advertiser/service station are connected into a conference call.

Optional processes like "One Time Password" can be used to authenticate the prospect.

Process:

Step 1:

    Prospect clicks on the **Click for Call Back** button placed appropriately within the website.

Step 2:

    Prospect is presented a smart form:

        A click on the button will activate a smart form:

        a) Name
        b) Post Code
        c) Mobile Phone
        d) Call back time (Immediately, 15 mins, 30 Mins, 45 Mins, 1hr etc)

Step 3:

    Depending on the details, Click 2 Call Back solution is activated based on business rules

Step 4:

    If outside office hours present a "Thank you – this is request outside office hours. We will call you the next working day between 9 AM to 5 PM"

    Activate a web service and locate the appropriate business agent

    Send SMS & Email to the appropriate business agent

    Connect prospect next day automatically

    Create Call Data Record (CDR)

    If inside office hours and the call back is for immediate action,

    Activate web service to locate the appropriate business agent

    Call advertiser, inform context and connect prospect through dial out.

    Create CDR

    If inside office hours and the call back gets "scheduled",

    Activate web service to locate the appropriate business agent

    Intimate advertiser via SMS & Email about the potential prospect

    Call advertiser one minute before the schedule, inform context and connect prospect through dial out.

    Create CDR

d) **Click Activated Telephony (CAT)** – This solution works well when the prospect is online on the enterprise website using the internet browser operating on a device that is equipped with a speaker and microphone (example a Desktop or Laptop PC.

A click can be "configured" to activate the speaker & microphone and dial context-specific telephone numbers (landline, mobile, intelligent 1300/1800 numbers etc). The click carries the context and directly connects the business agent per business rules.

Process:

Step 1:

> The enterprise website is activated with CAT. The online prospect clicks.

Step 2:

> An online form pops us seeking some basic information and requests the prospect to choose a "call through" using the browser device or a "call back" using a telephone (landline or mobile).

Step 3:

> If prospect chooses the "call back" option process becomes similar to Step 4 of the Web to Callback solution described above.

Step 4:

> If prospect chooses the "call through" option, the process become similar to Step 4 of the monitored direct call described above.

> If call request is received outside office hours, the solution replies with a "Thank you – this is outside office hours. We will call you the next working day between 9 AM to 5PM" message

> > Activate a web service and locate the right business agent

> > Send SMS & Email to right business agent

> > Connect prospect next day automatically

> Create Call Data Record (CDR)

> If inside office hours and the call back is for immediate action,

> Activate web service to locate right business agent.

> Call the right business agent, inform context and connect prospect that is on line.

> Create CDR

e) **Click Activated Video Collaboration (Face 2 Face)** – This "zero-download" browser solution works well when the prospect is online on the enterprise website using the internet browser operating on a device that is equipped with a speaker and microphone (example a Desktop or Laptop PC. The browser must support Flash applications.

A click can be "configured" to activate the camera, speaker & microphone and the prospect enters the "virtual meeting room" of the right business agent. The audio/video/data collaboration session is run per the business rules of the enterprise.

Process:

Step 1:

The enterprise website is activated with Face 2 Face buttons. The online prospect clicks.

Step 2:

An online form pops us seeking some basic information and requests the prospect to choose a "call back" using a telephone (landline or mobile)or a "virtual meeting" with the right business agent.

Step 3:

If prospect chooses the "call back" option process becomes similar to Step 4 of the Web to Callback solution described above.

Step 4:

If prospect chooses the "virtual meeting" option, the following process applies. If request is received outside office hours, the solution replies with a "Thank you – this is outside office hours. We will call you the next working day between 9 AM to 5PM" message

Activate a web service and locate the right business agent

Send SMS & Email to the business agent

Connect prospect by voice next day automatically

Create Call Data Record (CDR)

If inside office hours and the call back is for immediate action,

Activate web service to locate right business agent.

SMS the business agent to log on to his/her specific meeting room.

Lead the prospect to the virtual meeting room of the business agent.

Create CDR

	Call Through Solution				
Package provides following direct voice capabilities					
	Prospect Access	**Method**	**Medium**	**Call Back Functionality**	**Verification / Authentication**
1	Monitored Direct Call	Telephone No + Code	Voice to Voice	Yes	Optional
2	Click Activated Telephony	Click	Voice to Voice	Yes	Optional
3	Click Activated Video Collaboration	Click	Audio/Video/Data	Yes	Optional
	Call Back Solutions				
2	Web to Call Back	Buttons for Click	Web to Voice	Yes	Yes
3	SMS to Call Back	SMS No + Code	SMS to Voice	Yes	Yes
4	SMS (in QR Code) to Call Back	Scan Image	SMS to Voice	Yes	Yes
5	Web Form	Data	Web to Voice	Yes	Yes
6	Email	Structured Email	Email to Voice	Yes	Yes
Standard Reports		Call Data Records			
Optional Reports		Recording of Calls: Link to each record emailed for download of voice file			

Why Talk2Me Enterprise

- Designed with traditional news and media publishing players in mind, using concepts around the Blue Ocean Strategy1, Talk2Me Enterprise is a very sophisticated leads management solution. From independent research, it is clear that no one has a comparable offering in the market. Current available solutions such as 1800 numbers are very rudimentary, not scalable, and have limited capabilities.

- This solution from Happiest Minds is an application built on the hardware Platform – a "Telco-in-a-box" that can be configured to send or receive calls, send and receive emails, send and receive SMS messages, and activate web services. It is a very scalable hardware stack combining the capabilities of telecom switch, a call router, and a server.

Value Proposition to the Enterprise

- Allows the business to be in full control and manage prospect interactions consistently from across all channels of marketing
  - Verify & authenticate every prospect who responds to any advertisement / marketing initiative

- o Connect every verified prospect to an appropriate agent based on business rules without spending large amounts of money modifying expensive call centre / IVR applications.
- Provide prospects complete flexibility to interact
- Deliver consistent user experience across any channel
- Cross leverage existing channels for multi-channel marketing (cross channel interactions)
- Brings the power of simplicity without compromising on security and privacy.
- Works across all marketing/advertising channels: print, online, radio/TV or billboards
- All contact processes across all channels and mediums are automated and transactional information recorded.
- Each prospect is qualified and authenticated before being connected to the business or receiving further information.
- During each interaction it is possible to collect information of the context of the interaction and the details of the prospect.

Value Proposition to the Prospect

- Prospect can respond from any channel: Print, Online, Radio or Billboards.
- Prospect can use any device: Landline, Mobile Phone, Tablet or a PC/Laptop to respond
- Prospect can choose any medium: Voice, SMS, Email or a Click
- If required, the Prospect can now request for a call back through multiple means. Prospect can request an "instant call back or a scheduled call back".
- Prospect gets connected to the right person all the time.
- Prospect always enjoys a consistent user experience.
- Prospect will enjoy a substantial difference in interaction experience - today prospects generally have two choices: A form to fill (email) in or a number to call. The context of interaction on the web is not automatically transferred to the phone channel.

References:

1. Blue Ocean Strategy – Chan Kim & Renee Mauborgne, Harvard Business School Press, 2005
2. ComScore – www.comscore.com

Conclusion:

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About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at **business@happiestminds.com**