

Call Center Technology and the Business World

Adapted from article by: Stephen R. Kowarsky

There is no disputing the statement that call center technology has had a tremendous impact on the conduct of business in the world today. Call centers for selling goods and services, as well as call centers for providing customer care, are a familiar part of the business life of virtually every person in the United States, and increasingly in the rest of the world. The call center industry is a huge segment of the economy by any standard. One study estimates that 5% of the United States' Gross National Product is transacted through formal call centers. And with an estimated installed base of 5,000,000 agents in the United States, the industry actually provides employment for a significant and increasing percentage of the entire workforce.

However, there is an increasing recognition that self-service alone is not enough -- that good old-fashioned personal customer service remains an important factor in the success of any business. If Internet-based business is going to provide such service on any scale, it is clear that something like today's call center is an important part of the solution.

Triple Play Success For Independent Telco's

Adapted from article by: Ken Pyle

All West Communications is an example of a very rural telephone company that had a traditional, parallel coaxial cable television network which needed an upgrade. Like many telcos, the impetus for adding video services was done as a service to the community. In many of their communities, their customers would not have cable or internet services, had it not been for All West Communications. It was a combination of factors, including the need to upgrade their plant and the winter, 2002 Olympics, that caused All West to scrap their coaxial plant and install a VDSL system.

All West Communications, like most independent telcos, is very pragmatic when it comes to constructing a network. Vernile Prince, President of All West Communications, explained that developers were requesting fiber to the home (FTTH) deployments for their high-end deployments. Working with the developer, they found it is possible to succeed with a FTTH triple play. They also found that by being flexible, they could expand their service territory, as incumbents outside of their exchange refused to help the developers add FTTH to their developments.

ISPNS UPCOMING TRADE SHOW SCHEDULE

- **NTCA 4th Annual IOC Wireless Symposium**
Phoenix, AZ
January 5-7, 2005
- **NTCA Annual Meeting and Expo**
San Antonio, TX
February 15-16, 2005
- **Telecom AT&S Conference**
Bismarck, ND
February 24-25, 2005
- **ITA Showcase**
Portland, OR
March 8-9, 2005
- **RIITA Annual Conference**
Des Moines, IA
March 8-9, 2005
- **MTA Convention**
Minneapolis, MN
March 20-23, 2005

ISPNS is interested in your feedback. For suggestions or to submit an article, please email Lana Moaveni at iana@ispn.net.



Happy holiday's!





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- Lower costs due to economies of scale
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- Greater flexibility and ability to define the requisite service more readily
- Improve credibility and image by associating with superior providers
- Higher quality service due to focus of the supplier
- Improved internal management disciplines resulting from the exercise itself
- Less dependency upon internal resources
- Control of budget
- Faster setup of the function or service
- Lower ongoing investment required in internal infrastructure
- Turn fixed costs into variable costs
- Lack of internal expertise
- Increase flexibility to meet changing business conditions
- Purchase of industry best practice

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