

Intelecom adds enhanced social media handling to Connect, its contact centre in the cloud

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Intelecom (<http://www.intele.com>) Group AS, a provider of cloud contact management technology, has added enhanced social media handling capabilities to Connect, its flexible, multichannel cloud contact centre solution. Connect currently has an integration to Facebook which involves agents logging onto the Facebook network. In the latest version of the product, social media enquiries from Facebook and Twitter are integrated fully with traditional communication channels which means agents can deal with them quickly and efficiently from within the same application.

The way in which people are communicating is rapidly changing. The use of multichannel communication is becoming commonplace in contact centres. As organisations expand their use of new communication channels for business purposes there is a shift away from social media purely being handled by the marketing department towards it being utilized for customer service and to improve the customer experience. Christian Thorsrud, Product Manager at Intelecom Group AS said, "Analysts predict that by 2016 as many as 50% of enterprises will utilize social media as a customer channel. Social media will be the new servicing norm in just few years. This new version of Connect deals with social media networks in the same way as traditional channels like telephone, email, SMS and Chat enabling improved operational efficiency and social customer service."

Intelecom has applied its new corporate profile and logo to Connect. The new look and feel of the product reflects the company's focus on providing integrated, effective contact centre solutions in the cloud that enhance customer interaction and promote customer intimacy. The new logo underlines Intelecom's association with communication and its heritage as one of the first developers of cloud-based contact centre solutions. The bird image, associated with air and flight, symbolizes the growing adoption by the industry at large of agile, flexible, multichannel contact centre services in the cloud.

Connect from Intelecom can work in any location, independent of hardware, software, platform or device. Its cloud based technology and open Web Services allow integration with third party applications and its contact-centre-as-a-service (CCaaS) framework ensures customers achieve operational and cost efficiency on a pay-as-you-use basis which requires no capital investment or maintenance costs. Intelecom has over 15 years' experience of providing cloud contact management technology.

Christian Thorsrud concluded, "The latest version of Connect, with enhanced social media handling capabilities, is currently being deployed at Intelecom customers and the feedback is very positive. The agents like the new modern look and colours of the product and appreciate the ease of dealing with all enquiries, no matter how they are received, via a single queue. Agents no longer have to switch between applications and can respond to customers from one fully integrated platform enhancing the customer experience."

The latest release of Connect is now available and includes integrated Facebook and Twitter enquiries. For more information on Connect please visit www.intele.com

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About Intelcom

Intelcom is a leading provider of location independent network based customer contact services. With over 15 years' experience, Intelcom was one of the first to develop a cloud based contact centre solution. Highly flexible and scalable Intelcom's technology can be adapted to accommodate one to several thousand concurrent agents to any device, any location and it integrates to multiple applications seamlessly.

Intelcom's cloud-based contact management solution, Connect is tailored specifically to meet customer requirements and can be integrated to work within any software or hardware environment. Intelcom Connect delivers the option to manage phone, email, social media, chat, sms, web and fax enquiries through one queue and one interface with real-time visibility of agent activity regardless of location.

Intelcom's web based statistics tool provides users with instant access to pre-defined reports and bespoke report generation to support efficient business planning

Today Intelcom serves over 2000 businesses with total revenue that exceeds GBP 50 million with strong profitability.

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