



NGS

Next Generation Call Center Service

新一代呼叫中心服务

About Altigen



- **Founded in 1994 in Silicon Valley California, IPO 1999**
- **First to provide converged PBX switching and voice processing system in year 1996**
- **First to provide H.323 base VoIP trunk to connect multiple systems over Internet in year 1998**
- **First to provide All-in-one Call Center platform in year 2000**
- **First to be certified by Microsoft as UC Call Center solution partner in 2011**
- **The only company in the world has iPhone docking station certified by Apple and resell in Apple online store.**
- **More than 50 product awards**
- **More than 7,500 customer and over 10,000 system installed**

12 years of service in China



MOTOROLA



SIEMENS



Benq

SHISEIDO



Mbaobao.com



Nationwide
On Your Side

yesmywine.com

Mauson
Navigation Company



W!LDBRAIN *Sean John*

FORTINET
REAL TIME NETWORK PROTECTION



RADICAL
ENTERTAINMENT



Call Center in China



- **Introduction stage (2000 ~ 2005) — Focus on learning technology and operation know how**

推广阶段 (2000~2005) —— 致力于学习技术和操作技巧

- **Adoption Stage 2006 ~ 2010 —— focus on implementing technologies, integration, and managing call center operation**

接受发展阶段 (2006~2010) —— 致力于实现技术，集成和管理呼叫中心的运作

WHAT'S NEXT ?



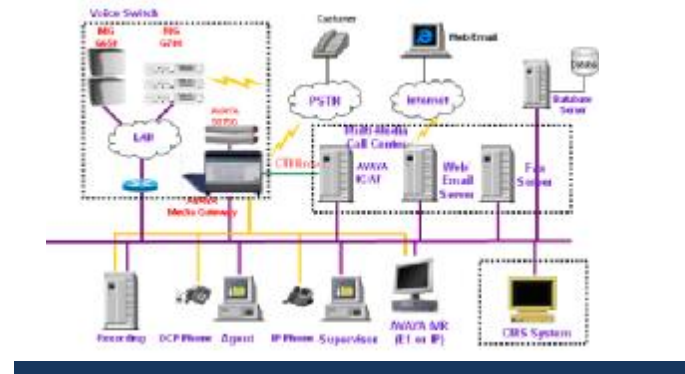
Call Center Value



From corporation's investment point of view, the call center value equation in the early stage is

从公司的投资观点看，呼叫中心的价值等在早期为：价值=技术/价格（性价比）

$$\text{Value} = \frac{\text{Technology}}{\text{Price}}$$



Call Center Technologies



Platform (平台)

- Traditional PBX + CTI + Call Center Server + 3rd party telephony boards
- All-in-one Platform
- Next Generation: IP Softswitch Platform

Equipment (设备)

- ACD Server
- IVR Server
- Call Router
- Reporting Server
- Recording Server
- CRM and Database
- Security
- Outbound Dialer
- Agent Monitoring
- Chat, IM, SMS,...

Staffing Tech (座席)

- Local Agent
- Remote Agent
- Mobile Agent
- Multisite Agent consolidation

Implementation (安装)

- On-Premise based
- Cloud based
- Hybrid solution

Importance of Call Center Management



Technology alone cannot guarantee a successful call center operation. Organization realizes that management function is critical to produce the desired result. Therefore the value equation in the adoption stage becomes :

仅靠技术不能保证呼叫中心的成功运作。
管理功能的实现对达到预期效果非常重要。
所以，在发展阶段价值等式变为：
价值 = (技术/价格) + (管理/运行成本)

$$\text{Value} = \left(\frac{\text{Technology}}{\text{Price}} \right) + \left(\frac{\text{Management}}{\text{OP Cost}} \right)$$



Management Components



Call Center Management (管理)

客服培训

- **Agent Training**
座席培训
- **Supervisor Training**
管理员培训

座席管理

- **Call Monitoring and coaching**
呼叫监控和指导
- **Recording and Evaluation**
记录和评估
- **Agent Screen Monitoring**
座席屏幕监控

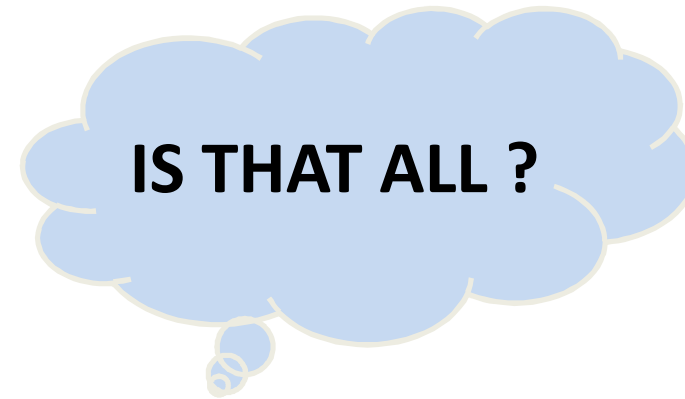
人力资源安排

- **Call volume forecasting**
呼叫量预报
- **Staff Scheduling**
人员安排
- **Workforce Optimization**
劳动力优化

服务质量及成本管控

- **Reporting and Performance Evaluation**
服务报告和评估
- **Cost Reduction Strategies**
成本压缩策略

IS THAT ALL ?



The challenge



- There is no guarantee that customer will be satisfied even you have the best technology and management because every call center is operated under limited resources.

甚至你有最好的技术和管埋，也不能保证顾客会满意，因为每个呼叫中心都是在有限的资源下运作的，服务完成率难达100%。

- The NGS (Next Generation Call Center Service) concept should take this into consideration and build features that will enhance customer satisfaction which will maximize call center value.

NGS的观念应该考虑这点并建立相应产品特征以加强顾客满意度从而使呼叫中心价值最大化

Customer Satisfaction Factors

ü Short wait time or no wait time **等待时间短或没有**

ü Achieve call completion rate to >99% **呼叫应答完成率 > 99%**

ü First Call Resolution **一次性解决问题**

ü Proactive response **积极主动的回应**



NGS CONCEPT



The direction of Altigen's call center solutions is to develop features that will allow caller to provide **主动关怀** and **诚恳体贴** to improve call completion rate. This will compensate for the lack of resources and to provide the best customer experience.

Customer satisfaction is the most important factor of call center value equation.

奥迪坚呼叫中心解决方案的目标在于彰显为客户提供主动关怀和诚恳体贴服务的优势。NGS将避免客户资源的浪费短缺，确保客户能向第三方提供最好的顾客体验

我们认为，顾客的满意度是呼叫中心价值等式中最重要因素。

AlitGen's NGS Equation



ALTINGS®

$$\text{Value} = \left[\left(\frac{\text{Technology}}{\text{Price}} \right) + \left(\frac{\text{Management}}{\text{OP Cost}} \right) \right] \times \left(\text{Customer Satisfaction} \right)$$

总价值 = [(技术 / 价格 + 管理 / 运行成本)] X 顾客满意度

总价值 = [设备价值 + 管理价值] X 服务价值

Altigen's Quality



reddot

Although we have received many awards in 18 years of Altigen history, it is difficult to demonstrate software and equipment quality to you in such a short time. We recently build an iFusion docking station for iPhone and pass Apple's certification. It is now listed in US Apple store and resell by AT&T as mobile business solution. This is the best show case of Altigen's quality.

虽然在奥迪坚发展的18年间，我们在呼叫中心领域获得过很多奖项，在如此短时间内很难为各位展现奥迪坚软件和设备的优秀品质。但是，我们近期为iPhone打造了一个iFusion手机融合对接平台。在现场，iFusion能帮助我们z将奥迪坚的优秀品质展现给大家。

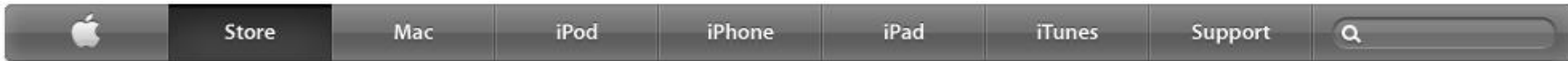


The German based red dot design award dates back to 1955 and is now one of the world's largest and most distinguished design competitions. More than 14,000 participations from over 70 nations demonstrate the relevance of the internationally sought-after red dot.

red dot

德国红点设计奖始于1955年，现在，它是世界最大的和最著名的设计竞赛之一。超过1.4万来自70多个国家的参与文档证明了国际上红点的受欢迎度

AltGen's Quality



Apple Store

1-800-MY-APPLE

Shop iPhone > iPhone Accessories > Cables & Docks

Help Account Cart

Departments

- Shop Mac
- Shop iPod
- Shop iPhone
- Shop iPad

Similar Products

Apple Dock Connector to...
\$19.00

Apple Composite AV Cable
\$39.00

Apple iPhone 4 Dock
\$29.00

Altigen iFusion SmartStation Dock for iPhone

Bluetooth speakerphone and ergonomic handset docking station.

Altigen's iFusion SmartStation is a revolutionary iPhone docking station with built-in Bluetooth speakerphone, ergonomic handset, charging, streaming music playback (A2DP), and USB pass through for syncing. It's the perfect iPhone accessory for your home or work office.

- Superb speakerphone docking station for iPhone
- Full-duplex speakerphone for hands-free talk
- Ergonomically designed telephone handset
- Ideal for working at home
- Streaming audio (A2DP) for music playback
- Designed for comfort during long calls

Questions & Answers
1 Question + 1 Answer



Based on 27 reviews | Write a review



Enlarge images

\$179.95

Ships: 1-2 business days

Free Shipping

Add to Cart

iFusion – Black Version



iFusion – White Version



Thank You!

We would like to give away an iFusion as gift to you.