

Omnichannel customer engagement platform



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Manage all of your customer interactions together in one, easy to use platform that improves both your employee and customer experience.

Our platform is used across sales, debt collections, customer services and support teams in businesses to give its users powerful functionality that makes their jobs easier and helps your organisation become more productive and efficient.





Why omnichannel works...

When customers can get in touch, in the way they want, better conversations happen. MaxContact omnichannel offers the same excellent experience no matter the channel.



A joined up approach

One platform for your customer engagement, means you benefit from one view of the customer interaction history. Your teams can review customers and contacts, and delve into their interactions to get a better understanding.



Powerful, automated dialling

MaxContact's automated dialling functionality is one of the best in the market. We understand the power of data segmentation tools, answer machine detection and flexible dialling options. It all comes as standard, with MaxContact.



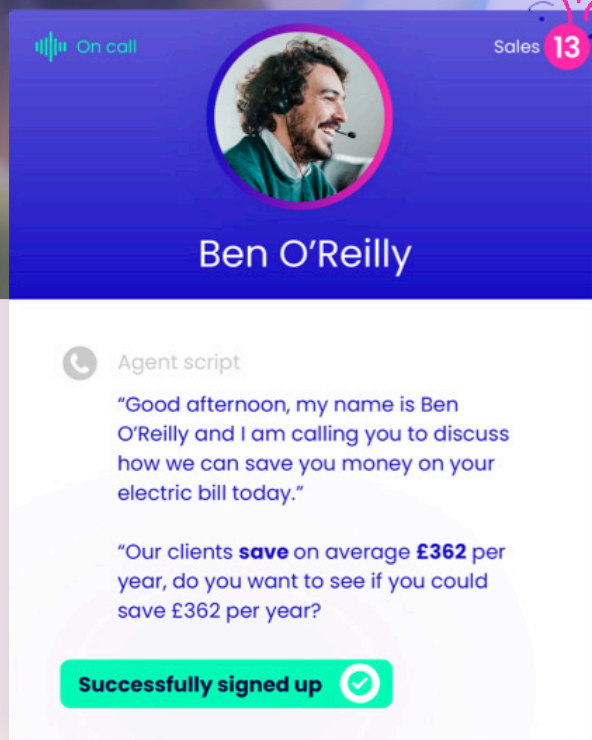
Digital and voice channels

The customer is in the driving seat. With MaxContact you can open up both voice and digital channels for conversations to happen on a channel that's right for them.



Easier for teams

We're continually working to make things easier for the teams using MaxContact. We've made it straight-forward and easy to handle customer interactions in one unified place. Which leads to increased efficiency by reducing the average handling time of customer interactions.



Full visibility and reporting

Your managers and team leaders can view historical and realtime performance stats, with MaxContact there's over 30 out of the box reports and you've got the ability to create custom reports and for advanced use cases – you can pull the data you need into your own reporting tools. Whilst real-time management information is available through wall boards and dashboards.



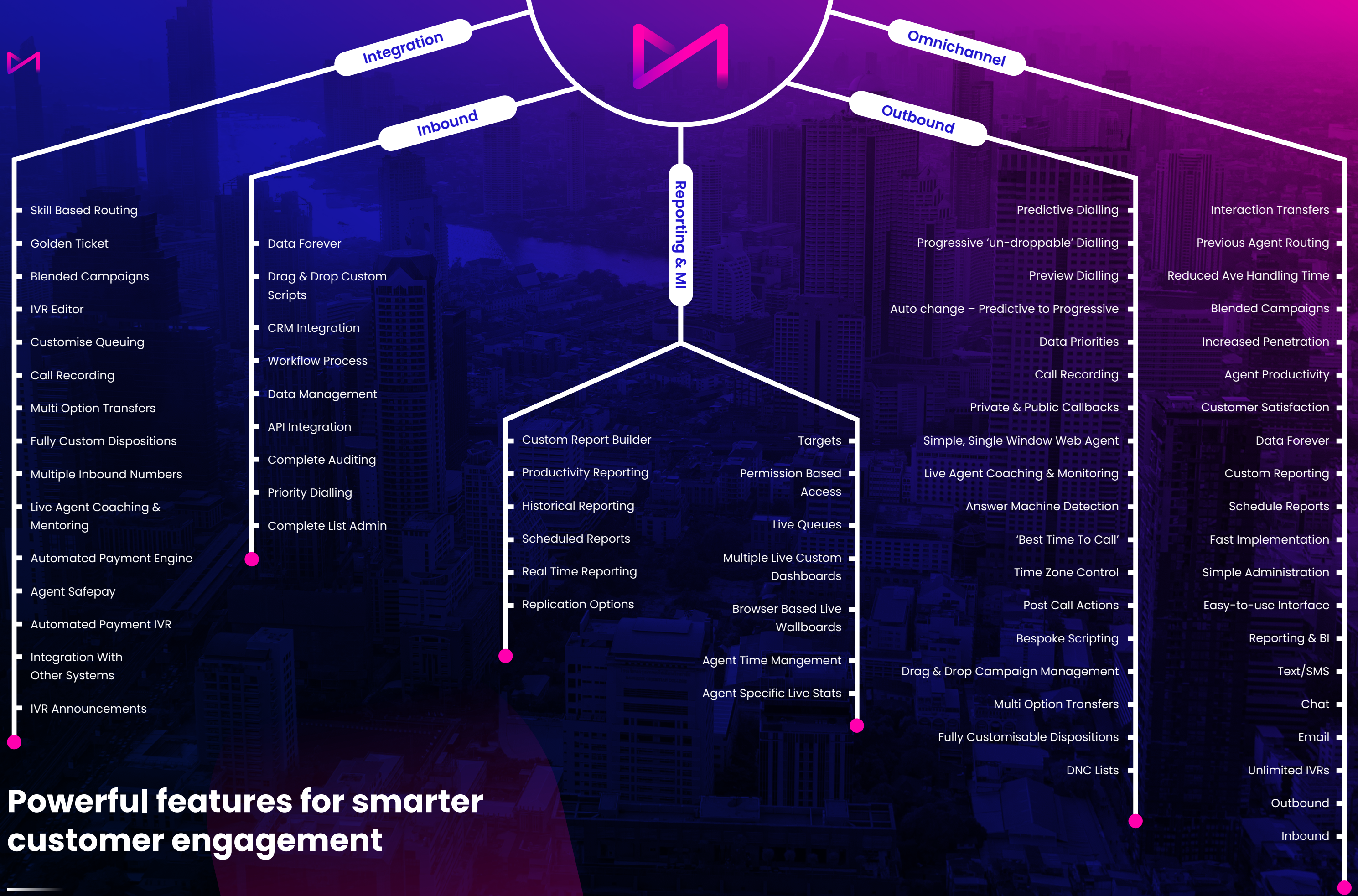
Design your customer journey

From your IVR system to automated digital communication workflows. We'll help you build a journey that's right for your customers. You'll have access to reports and insight that will highlight friction in your journey, and you can make real-time changes.



Integrate with your key systems

Integrate with your CRM, payment provider or industry-specific software for a joined-up organisational view of your customers, and how they're interacting with your teams.



Powerful features for smarter customer engagement



Let's talk

Our story started with our dialler which, thanks to continuous development, is one of the market leading automated diallers around today. But we didn't stop there. We built on advanced features and over the past 4 years have developed inbound voice and digital functionality that really does make communication, easy.



Automated dialling

- **Multiple dialling methods – predictive, progressive and preview**
- **Undroppable calling – Ofcom compliant**
- **Advanced data segmentation and rules – right person, right time**

Forget manually dialling numbers off your handset or softphone. Make your day easier by auto-dialling the phone numbers you need to contact at the right time. We combine a range of dialling methods with Answer Machine Detection (AMD). AMD analyses calls to reduce the time lost to voicemails, no answers or busy tones, meaning more conversations every day. And, we provide the tools so you're meeting Ofcom guidelines whenever you speak with the general public and businesses, and all call recordings are stored for free for as long as you use MaxContact.



IVR routing

- **Drag and drop IVR builder**
- **Speed up serving customers with automated options**
- **Full visibility and reporting across your IVR**

Design, build and adapt your businesses IVR – with no need for IT to step in.

Take control of customer paths and queues; create your routes with our drag and drop IVR builder. With IVR you can improve and refine your customer experience, direct people to the right place quickly and gain insights to understand customer behaviour.

Self-serve options help customers take matters into their own hands, day or night, whether they are requesting a callback, choosing marketing preferences, or making payments securely. All whilst you reduce the cost to serve each customer by automating identification and verification processes before they even speak to your team. And, your customers reach the right person to deal with their call.



Taking payments securely

- PCI-DSS Level 1 solution
- Set up secure automated payment phone lines
- Secure person-assisted payment functionality
- Take payments through secure payment links

Your team can securely take customer card details, verify, and process payments over the phone safely. The customer's information is protected, encrypted and anonymised from the team member on the call. You can even take payments through secure payment links within webchats, removing the need for further agent interaction.

Whilst you reduce your costs with automated payment lines and integration across third-party payment providers means your customers can pay you, 24/7.

Our payment processes are PCI-DSS Level 1 compliant, and we're ISO 27001 certified, so no sensitive details are heard by team members and credit card details aren't stored on call recordings during the payment process.



Digital customer engagement

Bringing your voice and digital interactions together makes sense for your team, customer and ROI. Enabling the right features means you can serve customers faster, more effectively in a way that they're comfortable with.



Email

- **Reduce your average handling time of enquiries**
- **Set up queues and route your emails through to the right team**
- **Automate email responses and send one-to-one emails**

With MaxContact you can view and save email interactions against customer records, set up queues to direct specific emails to and understand how your teams are doing against your SLA, email by email.

You set the limits for the number of customer interactions each person should deal with at any one time to support your staff and avoid overwhelming individuals.

Create your one-to-one emails in a standard or HTML format and set up auto-responses for when an email lands in a particular inbox or to respond to specific enquiries.



SMS

- **Inbound and outbound text messaging**
- **Define your SLAs and ensure customers are served quickly**
- **Automate SMS reminders**

Your customers pay attention to their text messages more so than any other channel – with the typical open rate being 98% – which means SMS is a great tool to have in your communications platform.

With MaxContact you can use SMS to send customer reminders – whether that's to pay a bill or a reminder to submit a meter reading – and tailor them to your needs. Set up automated marketing messages in response to inbound enquiries or remind customers to pay an outstanding balance. Then, with one view for full reporting and analytics, you have the visibility you need to make business decisions – fast.



Webchat

- **Ask set questions before a conversation**
- **Set up quick responses for your team**
- **Take the conversation to another channel – easily**

Improve the efficiency and responsiveness of your teams as web chat lets them handle multiple customer conversations at once. Customers get great responses, quickly and you can choose when live web chat is available for customers to better support your team members. Getting set up is easy. First, add the web chat modal with one line of code to your website. Then, handle web chat interactions like any other channel, all in the one platform.

Keep standards high with pre-configured messages for speed and consistency. Ask prechat questions to get the information you need to have better conversations and ask for customer satisfaction post chat. And, if your customers want to take your conversation on another channel, no problem.

All whilst you get full reporting and insight. Leaders and managers can monitor interactions in real-time and historically to maintain quality and offer advice for teams if and when they need it.



WhatsApp

- **Two-way WhatsApp conversations**
- **Secure encrypted messaging with attachments**
- **Send relevant and timely messages**

80% of adults believe messaging a business using WhatsApp is convenient and efficient. This is why you're able to communicate and have two-way conversations with your customers on WhatsApp, all within the MaxContact platform.

As well as responding to customers, you can also trigger WhatsApp messages to send customers notifications, whether that's about an up-and-coming delivery or to pay their bill. You've got the option to create initial message templates whilst offering your teams quick responses and conversation scripts so that they're working efficiently.



Facebook Messenger

- **Manage customer's social messages on one platform**
- **SLA-driven prioritisation**
- **Incorporate as part of your sales or service process**

Ensure your company communications are consistent by bringing your Facebook messages into the MaxContact platform.

So your highly skilled team can handle Facebook private messages with customers like any other channel. Full reporting, conversation scripting, interaction monitoring, and SLA's ensure you're handling every interaction with the correct urgency.



Review, coach and improve with quality assurance

High-quality engagement is key to any customer-focussed business. With MaxContact, you'll have all the tools you need to improve sales performance, customer service and compliance.





Conversation Scripting

- Create and edit scripts in real-time
- Build advanced scripts with multi-layered branching logic
- Use built-in data validation

Help your teams out with the best scripts – regardless of channel

Provide in-the-moment guidance with conversation scripts and workflows, so your team has all the information readily available to help reach your goals.

Develop conversation scripts that support your team with all the right questions and guidance around objections. Your scripts can help steer calls, webchats or email exchanges down the path you want and you can easily change or adapt scripts anytime they need a tweak.

And as your team collect data, the system can validate fields like email addresses or phone numbers, for you. Scripts can even check more complex information with integration to third-party providers to handle processes like credit checking, bank account or postcode validation.



Quality Assurance and Coaching

- Real-time monitoring of every interaction
- Listen live, whisper or take over interactions if needed
- Secure call recording with free storage

Improve your staff effectiveness by listening live to users from anywhere in the world. Choose to hear both sides of the conversation for monitoring users or to coach a user, where only the team member and not the client, can hear you.

With MaxContact you benefit from unlimited numbers of QA user licenses included within your solution with no extra charge, and it's not just phone calls that can be QA'd. You have the option to QA all conversations and monitor across voice, web chat and email. Available both in real-time and historically to provide feedback to teams and individuals directly via our coaching functionality.

MaxContact records all calls, including transfers to other users and third-party off-site transfers. Our recording playback tool makes it easy to find recordings later, so your team can focus on feedback, saving time and effort. Recording playback filters can locate all call recordings relating to a client across all their numbers or CRM references, helping resolve disputes and complaints quickly and easily.



Total visibility means complete control

See company, campaign, team or individual performance analytics in one place and make more informed decisions.



Total visibility of your performance

With the tools you need to make informed decisions, you can see your company, campaign, team or individual performance analytics and understand how your customers feel.



Set your targets and SLAs

Define targets for your campaigns, channels and teams and get real-time and historical views of performance against your benchmarks.



Create visual dashboards

You can create report dashboards to show all essential business information in one place. Make sure key data is always visible with wallboards on screens and TVs or view them whilst working from home online – at any time.



Standard and custom reports

With over 30 reports set up, you can measure productivity, revenue generated, issues resolved or customer satisfaction and use the built-in tools to create bespoke reports, as and when you need them.



MaxContact works to help you work better

We have the specially-designed tools your teams need to work more effectively, streamlining workloads and achieving goals.



Speech analytics

Gain better insight into each customer and employee interaction with MaxContact's speech analytics. Prefilter nearly 70% of all critical and problematic conversations that require further attention and inspection for sentiment analysis, customer satisfaction and call driver analysis. This saves you time, resources and money whilst boosting customer satisfaction and ensuring you're acting compliantly – all the time.



Workforce optimisation

Balance your internal resources with customer demand. Using your last 12 months of statistics, increase forecast accuracy and generate highly accurate, efficient and cost-effective workforce schedules. Build 'what if' scenarios, e.g. 'what resources would I need to deliver X level of performance', to equip your business with the knowledge to grow.



Achieve goals, meet targets
and deliver seamless
customer experiences.



For more information on any of these solutions
call us on AUS **1300 570 703** – NZ **0800 197 020**

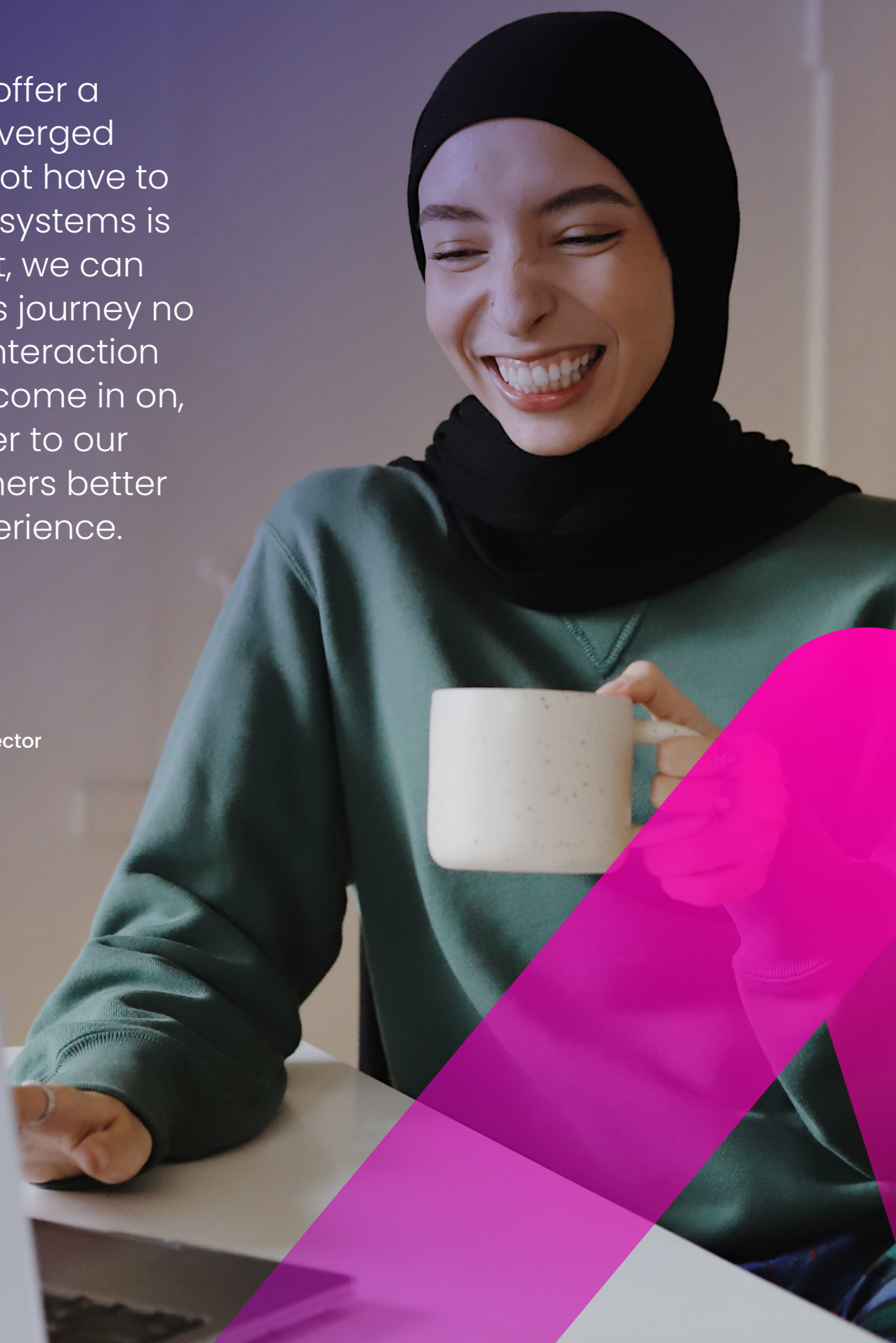
or visit maxcontactaustralia.com.au



Being able to offer a complete converged solution and not have to have multiple systems is a huge benefit, we can see the client's journey no matter what interaction channel they come in on, helping us offer to our clients customers better customer experience.



CC33
Adam Robinson – IT Director





Working with MaxContact

No matter your requirements or industry, MaxContact can help. We provide the tools to have more productive conversations, more of the time.



Always supported

We're all about partnerships, you'll have a dedicated account manager, service reviews and a 100% UK-based support team on hand for any queries with 97% satisfaction rating – as rated by customers.



Easy setup

Our project team work with yours to ensure a smooth transition, with the typical project setup taking a matter of days, including the training of your teams. Which is all included in the price.



Simple licensing & pricing

We pride ourselves on making things easy for you. With no hidden charges; you just simply pay per user and for the calls you make.



Secure & compliant

Cloud based (in Microsoft Azure) data security is paramount this combined with data controls to ensure you remain compliant.



Developed in partnership

Our team and the future of our product is only as good as the feedback we get, which is why we work with our customers to find out what new features and improvements come in handy. We share the 12-month product roadmap and take an open and transparent approach to product development.



Built for you

We know it's not always a case of one size fits all, which is why we'll work with you to design a solution that fits your needs now and will definitely help you achieve your goals.



96%

say MaxContact
is easy to use

43%

average increase
in sales revenue

35%

average increase
in customer satisfaction



Common use cases for omnichannel

Organisation's large and small know the benefits of offer customers seamless experiences across their communication channel of choice. Don't just take our word for it.



Debt collection teams

Global leading bank

The team found integration and onboarding MaxContact seamless. Their users found the system easy and intuitive to use, resulting in the collection team increasing outbound customer contact rates by 300%, all whilst reducing the average speed to answer customers' calls by 57%.



Inbound & outbound teams

APJ Solicitors – Legal & Insurance

"Since partnering with MaxContact, we have integrated email, SMS and webchat, empowering us to open up new ways of communicating with clients. We moved all of our telephone-based teams to MaxContact, and it gave us the ability to increase dials by 110% compared to our VOIP system. We also previously implemented a temporary team overseas to combat our ever-increasing workload, which provided us with the ability to make over 50,000 calls per month and increase the call efficiency of each agent by around 36%."



Sales teams

Firstsource – BPO

"We were working with an enterprise-level 'big 5' contact centre provider. Working with MaxContact has been a completely different experience. MaxContact's staff are experienced in technology, compliance, security and the industry as a whole. Support is no longer a battle, we speak to them regularly and they attend site whenever needed. We strongly believe we have chosen the right partner to help us continue to offer exceptional service to our clients."

300%

increase in
outbound
customer
contact rates

57%

reduction in
average speed
to answer
customers' calls



Connecting the software you need into one seamless environment

Join the MaxContact ecosystem for
uninterrupted engagement experiences.



Integrations


















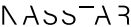







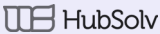



We're building new integrations all the time, these are the most common ones already implemented with MaxContact, however speak to our teams about software you'd be interested in integrating to make your work-life easier.

Whether it's the leading SaaS in its field or an internal app unique to your company, we add integrations to MaxContact all the time. Our in-house development team can connect your key software and apps for a seamless workday.





Strategic integrations

Payments	Data & Insight	CRM & Support
    	    	      
Infrastructure	Financial	
       	   	



Over 80% of our clients have some form of integration using MaxContact, so if you need custom software integration to connect the dots, our in-house development and project delivery team can make it happen.



Security you can trust, with built-in compliance

MaxContact is built security first, so you can be sure your organisation is secure and compliant.



GDPR

Locate, edit or remove a leads information on the system on one simple page.



Password policy

Allows you to set configurable password plans that can be associated to user roles. This, in turn, allows password policies to be restrictive based on the sensitivity of the permissions associated with each role.



PCI-DSS Agent SafePay

Our agent safe pay feature allows agents to take payments without viewing or hearing the card digits of the customer. The customer will use DTMF tones via their keypad to transmit the card number, expiry and CVV.

With our new PCI-DSS Compliant Payment IVR your contact centre can now receive payments 24 hours a day 365 days a year with or without any agent involvement. This solution is designed fully bespoke to your requirements providing your clients with a great customer experience.



Roles and permissions

Control who sees what on the system with simple role assignment. Customise all permissions to create multiple, bespoke roles to your business.



Data management

Some of our customers use data that can only be called for a set period of time. Rather than having to plan to remove data from the system at the correct time, you can set an expiry date for the data so the system removes the leads automatically avoiding the possibility of exceeding calling times.



Recordings

For customers who need to send proof of compliance to their clients. We have a simple tool which allows manual or automated call recording splitting enabling you to download and send for compliance checks.



Microsoft Azure's security

We house all of our technology in Microsoft Azure's cloud services, utilising the strongest security models they provide. Microsoft have the highest industry standards for security and compliance in the world, and we make sure to use a datacentre to suit your regulatory commitments.



Certified secure

MaxContact is ISO27001, Cyber Essentials and ISO9001 certified meaning you can be sure we will keep yours and your customers data safe. We have high availability, full anonymisation and pseudonymisation functionality with full disaster recovery and 99.99% uptime guaranteed.



The detail

We're building out new features and improvements in two-week development sprints, so our list of functionality is always growing. Something you need missing? Get in contact to see what's coming in our product roadmap.

Skills based routing

Ensures customers are directed to the relevant queue and the best agents available for the call whilst allowing for the best overflow options at peak times, improving customer experiences with lower queue times.

Virtual queue

Give the customer the ability to leave their number in the queue and be called back by the system when they get to the front and connect to an agent.

Blended campaigns

Allows agents to seamlessly take inbound calls whilst being logged into outbound campaigns and making calls. Priority will be given to inbound calls automatically and customers will be routed to the agent with minimal wait time.

IVR editor

Fully customisable inbound IVRs allowing you to create simple to complex routing including features such as time checks, skills routing and golden ticket options.

Customise queuing

Route calls through single or multiple queue options to allow customers to select the correct destination with ease.

Call recording

Full call recording and easy identification between inbound and other call types.

Multi option transfers

Hot Key, Skill group, individual agent and IVR transfers are all possible through inbound calls.



Fully customised dispositions

Specific result code plans can be added to all or individual inbound campaigns to add to the level of customisable options.

Emergency inbound routing

Allows you to put the dialler into 'Emergency Override mode' whilst onsite or remotely. This gives you the ability to quickly change all inbound routes to an alternative IVR route in the event of an emergency.

PCI-DSS compliant payment options

Allow agents to take payments in a PCI-DSS compliant way or use the PCI -DSS Compliant Payment IVR which enables your contact centre to receive payments 24 hours a day, 7 days a week, 365 days a year without the need for any agent involvement.

IVR announcements

Announce average queue time to the clients and dynamically use different IVR routes if times exceed thresholds, allowing you to reduce abandon rates and increase customer satisfaction by turning peaks into steady call traffic through the day.

Advanced IVR elements

Lookup and create leads through the IVR, saving time for your agents. Create complex IVRs that branch calls based on certain statistics or criteria.

Multiple inbound numbers

Ability to add multiple inbound numbers for more choice and options for your customers.

System control IVR

Remotely control your campaign management from your phone rather than having to log into the system. By calling a number, you can stop, start & pause campaigns as well as the ability to enable emergency routing options.



Blackout days

Set certain dates to automatically play customised out of hours messages when a customer calls in. Particularly useful for bank holidays and the festive period.

Dropless predictive algorithm

Our 'dropless' algorithm has been designed to work in a blended or outbound environment, with the aim of running predictive campaigns with a drop rate as close to 0% as possible.

Progressive undroppable dialling

Automatic dialling at a 1:1 ratio, with a blended campaign, meaning agents can take inbound calls without the worry of outbound calls being dropped.

Preview dialling

Allows your agents to see specific information about the customer before the dialler places the call or the agent chooses to dial.

Adaptive dialling

Allows you to set the number of agents where the dialler will automatically change from predictive to progressive dialling, avoiding a spike in dropped call numbers. When your staffing levels get back to that number dialling will change back to predictive.

Data prioritisation

MaxContact gives you the ability to prioritise your data the way you want, target postcodes, values of loans, age - anything. Giving you the ability to focus on the data that gives a higher return on investment.

Call recording

Full call recording of all calls. Record all or separate parts of transferred calls, review agent performance on calls, quickly spot trends in contact centre activity and rate and review calls on the system.

Simple single web agent

Single sign on, log in and out of individual allocated campaigns, manage call-backs, take inbound and outbound calls on the same screen, agent dashboard to display performance and targets, personalised scripts and CRM integration without the need for additional browser windows.

Integrated softphone

You have the option of using our WEB RTC softphone integrated into the product so no need for additional softphone applications or handsets.

Live agent

Allows seamless connection to any agent making/taking calls, giving you the opportunity to listen in or coach the agent through the call.



Call backs

Agents can schedule private or public call-backs on any call. Allows the agent or their supervisors to manage the call-backs in a simple effective way. Public call backs will be seamlessly routed to free agents at the arranged time.

QA suite

Recordings, notes and evaluations. Coach, monitor and evaluate your agents in one suite, allowing you to rate, highlight and record agent interaction to use in training.

AMD

Over 90% successful Answer Machine Detection, freeing up time for agents to take the calls that count whilst remaining compliant.

Best time to call

Automatically call at different times of the day to achieve better data penetration rates and increased ROI on data spends.

Post call interaction

Allows agents to move calls into IVRs at the touch of a button. Play terms and conditions or leave automated answer machine messages, freeing the agent to deal with other calls.

Bespoke scripting

100% personalised, real time updated scripts. Display different scripts for different leads all within the same agent interface.

Drag and drop editor

Load, filter and assign data and campaigns in advance and on the fly. Allow automatic dialling of specific campaigns/lists as soon as agents log in. Monitor and receive alerts on eligible data thresholds. Change dialling types on the fly for campaigns and lists.

Multi option transfers

Allows agents to transfer calls to specific users, skills groups, IVRs or Hot Keys. Agents can complete warm or cold transfers easily within the single web agent screen.



over 90% successful
Answer Machine Detection



Do not call lists

Infinite 'Do not call' lists, customisable and 100% protected.

Email

Allow customers and agents to interact via email with intelligent routing through our platform.

Webchat

Interact with customers and prospects through live chats on web and mobile devices.

Text

With Text/SMS, you are able to send different kinds of messages to your customers phones.

Interaction queues

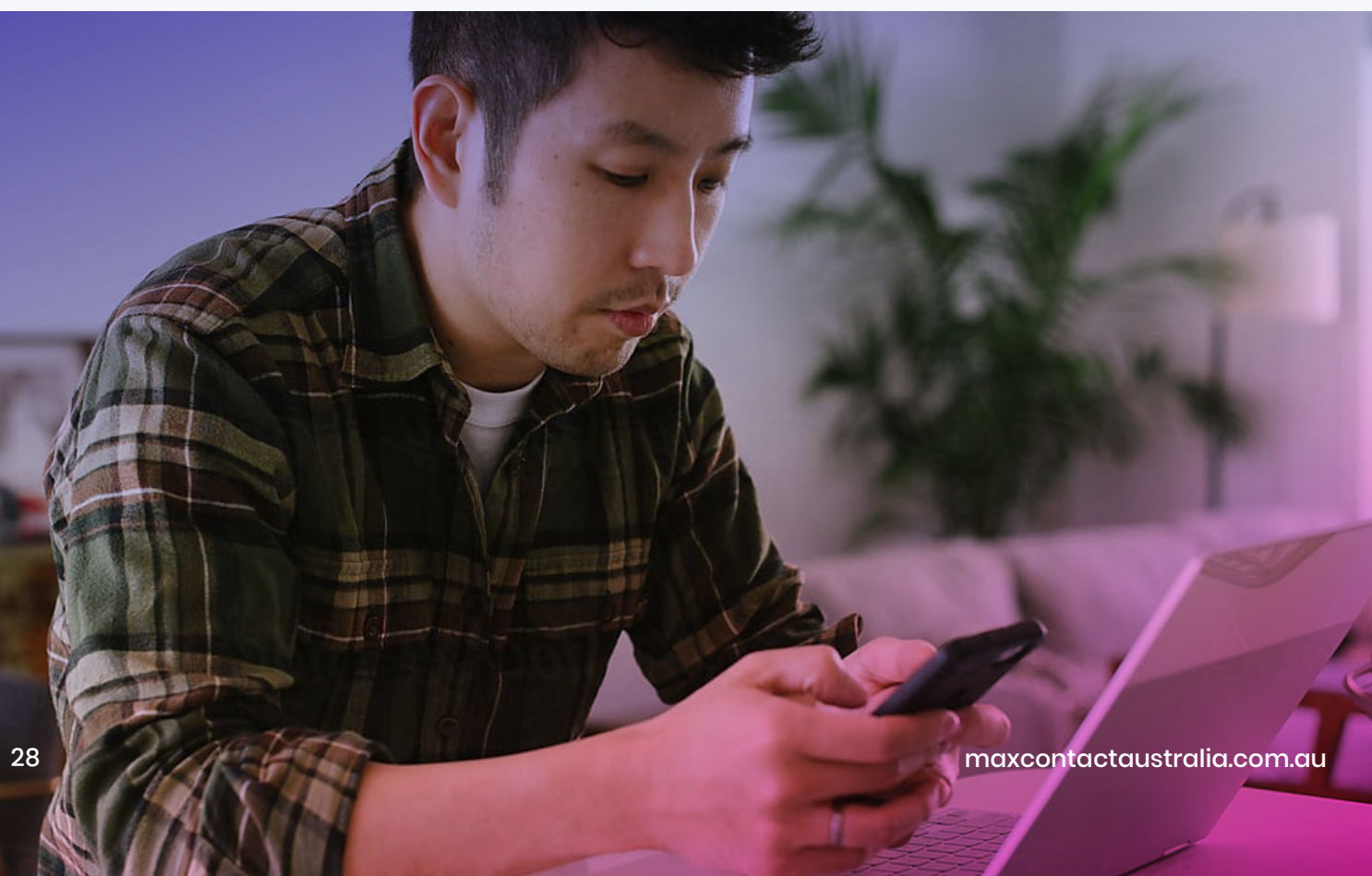
Set your interaction queues to automatically route to previously contacted agents or use the ability to transfer an interaction to any agent available.

Live stats

See live statistics on all campaigns, all teams and all users. Customise which stats you see and where you see them.

Multiple dashboard access

Publish dashboards to multiple locations within the system and to multiple roles – the same location can display a different dashboard depending on the user's role/access level.





Wallboards

Create dashboards that can be accessed via a URL, allowing remote monitoring of stats without the need to log into the system. Also useful for web enabled TV/monitors in contact centres to display stats & info.

Schedule reporting

Ensure everyone get the reports they need hourly, daily, weekly or monthly with our advanced reporting scheduler.

User management

Easy user interface which clearly displays where each user, team and campaign is assigned.

Custom dashboards

Build your own reports based on any and all of your data, with the ability to add rules to control what you see on each report you produce.

Softphone integration

Use MaxContact's softphone instead of physical handsets to make remote working even easier.

Custom dashboards

Produce colourful, informative dashboard displays for specific users via the easy to use drag & drop design page. Produce dashboards for the floor displaying multiple configurations – users, teams, lists & campaigns. Allows the combination of inbound & outbound stats to be displayed as well as stats for all calls. With

our dashboards, you are free to choose what statistics are displayed, who sees the statistics and how they see them. The ability to use brand colours and images helps quickly identify performance and management information.

Agent time management

Complete control of breaks on the system for agents, monitor and report on them in the reporting suite.

Real time monitoring

Monitor your metrics and KPIs from anywhere. Advance reporting capabilities that are easy to use and allow the scheduling to automate the process.

ROI

For clients who record and report on revenue stats, we have the option for agents to enter payments received to specific result codes. Allowing you to record, report and display revenue wherever you need.

No limits

There are no limits to the number of campaigns, lists, inbound routes skills, scripts and so on.



To see how MaxContact could work for your teams, request a demo now, email info@maxcontactaustralia.com.au or call us on **AUS 1300 570 703 – NZ 0800 197 020**

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